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BMI Adequate, Consent Decree Is Studied

Battle Half Won; Reconciliation Not Now Considered; Little Public Complaint; Society Torn by Strife

By SOL TAISHOFF

SATISFIED that a fortnight of ASCAP-less performance already has amply demonstrated the ability of broadcasting to meet all of its music requirements through other sources, the industry now is engrossed in means of establishing Broadcast Music Inc. as a permanent and strictly legal entity in Tin Pan Alley's new order.

No thought currently is being given to reconciliation with ASCAP, apparently much to the chagrin of the Society. Instead, leading entities in radio are conferring with Assistant Attorney General Thurman Arnold about an agreement which would change the basic organization of BMI to meet requirements of the Anti-Trust Division and avert the criminal litigation proposed by the Government against NAB, NBC, CBS and BMI on grounds of "boycott".

Hardly a Murmur

Other than obviously inspired ASCAP blasts, there has been hardly a murmur of public complaint against the absence of ASCAP music from the networks and the bulk of the independently-owned stations. A survey by C. E. Hooper revealed that during the first ASCAP-less week, audience listening actually increased by 5%. ASCAP nevertheless continued to beat the propaganda tom-toms, but internal strife was reported on the upgrade as writers and publishers lamented the absence of their works on the air.

The crux of the conversations between the Department of Justice and the industry rests in clearance at the source by the networks—whether national or regional—of all music. This is a fundamental principle demanded by Assistant Attorney General Arnold before he will undertake the drafting of a decree to terminate the projected criminal litigation against the broadcast groups.

That ASCAP will be prosecuted in criminal proceedings in Milwaukee within the next week appears to be a foregone conclusion. ASCAP, after weeks of conversation about a consent decree, practically deserted the Anti-Trust Division attorneys on the courthouse steps. This resulted in the sensational announcement by Attorney General Robert H. Jackson that criminal proceedings would be launched in Milwaukee soon.

Following an extraordinary session of the executive committee of the NAB and of IRNA and of the BMI board of directors in Washington Jan. 7, with a number of leading industry figures also present, it was decided to explore the possibilities of obtaining a type of consent decree from the Department which would impose no undue hardships on the broadcasting industry and guarantee rigorous competition with ASCAP.

On Jan. 8 a three-man committee comprising NAB and BMI President Neville Miller, BMI Executive Vice-President and General Counsel Sydney Kaye, and CBS Attorney Godfrey Goldmark conferred practically all day with Assistant Attorney General Arnold, Holmes Baldridge, chief of the Litigation Section of the Anti-Trust Division, and Victor O. Waters, Special Assistant Attorney General in charge of the copyright proceedings.

It was at this meeting that Mr. Arnold was reported to have insisted upon the clearance-at-the-source plan. The committee was given time in which to hold further conferences with representative industry groups. Meetings again were held soon in Washington and in New York Jan. 9 and 10.

If the Department is advised the method is acceptable, it is expected work will be started immediately on a conditional consent decree. Should the industry group conclude it cannot procure agreement on clearance at the source from the major networks, it is clearly indicated the Department will proceed to file criminal informations against the industry groups in Milwaukee within a few days. Simultaneously, the more comprehensive ASCAP suit would be filed.

White Interested

Unless something happens quickly there is likelihood the ASCAP-BMI controversy will get a hearing in Congress. Senator Wallace H. White Jr. (R-Me.), the best informed man on radio in Congress, told BROADCASTING Jan. 10 he felt there was no excuse for the current situation. "I don't know why we should sit back and let these interests fight at the expense of the rest of the people of the United States," he said.

Senator White did not blame either group. He declared, however, that he would either propose an investigation or introduce definite legislation designed to foreclose the possibility of any recurrence of this situation, unless steps are taken swiftly to terminate the current turmoil.

If a consent decree is decided upon by the broadcasting industry groups, it unquestionably will provide for continued operation of BMI on its present basis until such time as ASCAP changes its method of operation, to provide for per-program payment and otherwise reorganize from top to bottom to eliminate practices which the Government regards as clearly illegal. Should ASCAP refuse to take a consent decree, even after BMI had stipulated in that direction, it is expected that reorganization of BMI would await final adjudication of the criminal litigation earmarked for ASCAP.

Possible Hardship

At the extraordinary sessions in Washington Jan. 7, Davd Sarnoff, RCA president and NBC chairman; William S. Paley, CBS president, and a formidable array of attorneys, conferred with the three ex-

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New Station Facilities Contract Is Offered AAAA by the NAB

PRESAGING a break in conversations between special committees of the NAB and the American Ass'n. of Advertising Agencies, the NAB on Jan. 9 announced a "recommended" station facilities contract, described by it as a substantial improvement over the old contract form in use since 1933.

Announcement of the new form occasioned surprise on the part of AAAA, whose representatives indicated that it was far from satisfactory to them. Although nothing was said about its effect on the development of a standard invoice form, also being considered by NAB-AAAA committees, it was evident there was considerable feeling among AAAA participants in the meetings.

Commenting to BROADCASTING Jan. 9, Fred Gamble, AAAA managing director, declared that although the provisions of the new NAB contract form had been discussed at a joint meeting Jan. 7, the AAAA timebuyers' committee had not even seen the contract in finished form until the morning of Jan. 9.

"It caught us by surprise, and it was not a pleasant surprise," he continued. He indicated that in event the AAAA devised a standard form of its own, which would be used by advertising agencies, each contract signing might "turn into a proposition of individual negotiation", with both station and agency having to reconcile differences in their respective contract forms.

In announcing the new contract form, the NAB recognized there was not complete agreement with the AAAA on all points, but described it as "'fair and equitable both to stations and to agencies and to advertisers". Copies of the recommended form were sent to NAB member stations, following approval by the NAB executive committee.

Apart from several utilitarian changes in the format of the contract, principal revisions cover clarification of terms and insertion

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Extensive Pickups Planned by Nets For Inauguration

All Bands But Naval Exclude ASCAP Numbers in Parade

THE MOST extensive coverage in the history of American radio will be given the third inauguration of President Roosevelt Jan. 20, a survey by BROADCASTING revealed Jan. 10. All major networks will carry descriptions of the ceremonies attendent to the actual swearing in of Mr. Roosevelt at the east front of the Capitol as well as a score of programs depicting sidelights to the main event.

NBC has announced it will shortwave a word picture of the inauguration in Spanish and Portuguese over its shortwave stations, WRCA and WNBI. The description, to be given direct from the Capitol, will be relayed by land lines to Bound Brook, N. J., where it will be shortwaved to South America. Under NBC's new international policy, permitting certain stations in Latin America to rebroadcast its programs, it is expected that the description will have wide distribution from Havana to Buenos Aires.

Many Pickup Points

As BROADCASTING went to press, neither CBS or MBS had announced shortwave plans but it was expected they would put a description of the event on their own or affiliated shortwave transmitters.

All networks plan to augment their regular Washington staffs with additions from New York. Under present plans NBC and CBS have listed 20 pickup points for describing both the parade and the actual inauguration. MBS to date has listed 14 microphone positions. While no definite time has been set, it is planned to start the broadcast at 11:30 a.m., running until approximately 1 p.m. and then going back on the air at 1:30 or 2 p.m. to describe the parade. Substantially identical arrangements have been made by all networks in this regard.

The radio section of U. S. Office of Education for the second successive inauguration prepared a map of the inaugural ceremonies showing location of microphones of the networks as well as time of ceremonies. Copies of the map were distributed by NAB to all stations with suggestion that they be made available to schools. Idea being that school children could listen to ceremonies and follow them on maps.

The ASCAP-BMI situation has caused some confusion in connection with inaugural broadcast plans but at this writing apparently will not alter radio's plans for its elaborate description of the ceremonies. All bands in the line of march, with the exception of the Navy band—whose leader, Lieut. Charles Benter, is a member of ASCAP, have signified their intention of playing BMI and other non-ASCAP music. In fact, Capt. Thomas Darcy, leader of the Army Band, has written an original composition titled "The U. S. Army" which will get its first public playing Inauguration Day.

BRITISH RADIO CENTER BOMBED

Broadcasting House Bombed, Killing Seven of BBC's Staff

News Announcer Rocked as Bomb Explodes But Sticks to His Mike and Continues With Program

BROADCASTING HOUSE, headquarters of the far-flung British Broadcasting Corp., an originating point of American and Canadian network broadcasts in London, has been struck twice by German bombs since October, it was officially announced Jan. 7. During the second raid Fred Bate, head of the NBC staff in London, was cut by flying glass [BROADCASTING Dec. 15]. At the time Bate was not at Broadcasting House but working in NBC headquarters in the same section of the city.

Seven members of the staff of BBC, it was made known Jan. 7, were killed during the October raid when a bomb failed to explode immediately. As the bomb exploded, Announcer Bruce Belfrage, who has appeared on the stage in the United States, was concluding a news summary. "The postscript tonight . . ." he began. Then there was the sound of an explosion, heard by millions of listeners. A voice came through the open microphone saying, "It's all right," and Belfrage continued with his news.

On the Job

Frank R. Kelley, writing in the *New York Herald-Tribune*, Jan. 8, said:

"For some inexplicable reason the BBC did not order its employees out of the building but let them work on with this slightly delayed action bomb nestling in their midst. The bomb went off and killed seven persons . . . The hole in the BBC building was being patched up when, during another raid, a heavy bomb landed alongside a building in Portland Place, blowing out most of the windows and making all the studios above ground unusuable."

Four of the 300 persons on duty or sleeping at the BBC at the time were injured seriously, according to the *Herald Tribune* correspondent. The injured included B. E. Nicolls, program director.

When this missile came down alongside Broadcasting House, which dominates Portland Place, the BBC's roof spotter grabbed his telephone and shouted down to the control room: "Look out, there's a big one coming." Seconds later the bomb went off in Portland Place with a tremendous blast that blew over the roof spotter. He crawled back to his telephone. Came the comment from the control room: "Butter fingers."

Now Underground

A few minutes after this, Broadcasting House, a London showplace, was showered with fire bombs. Two fires which broke out on the third floor were put out after two hours. Damage was so great that BBC now is operating solely from underground studios — all 20 above ground studios being out of commission. The first bombing cut a heavy gash into the BBC building level with the fifth floor on the Portland Place or west side. The building, constructed along ultra-modern lines, is about seven years old. Actually it is a shell within a shell, employing the suspended studio type of construction familiar in modern American broadcasting plants.

Eight Canadian Broadcasting Corp. members working with the British Broadcasting Corp. in London were unharmed during the bombings. Officials of the CBC at Toronto on Jan. 7 stated that according to information they had received, none of the CBC men in London had been injured. The CBC men are attached to the BBC and make up the CBC Overseas Unit. They are Ernest Bushnell, CBC program chief on loan to the BBC for North American program supervision; Stanley Maxted, former CBC producer; Bob Bowman, CBC special events director in charge of CBC Overseas Unit; Gerald Wilmot and Rooney Pelletier, of the Montreal CBC announcing and producing staffs; Arthur Holmes, of the Toronto CBC engineering staff; Albert Altherre, of the Montreal CBC engineering staff; Jacques de Vaillets, Montreal CBC announcer.

Shirer Explains Berlin Problems

Censorship Is Strict, Food For Newsmen Is Ample

FOREIGN correspondents in Germany are classed as "heavy laborers" and allowed 1,000 grams (slightly more than two pounds) of meat weekly, or double the normal allowance, William L. Shirer, CBS representative in Berlin now home on leave, told a group of CBS executives and New York radio editors Jan. 3 at a luncheon in his honor.

This extra-heavy diet keeps the American correspondents healthy and friendly, Mr. Shirer stated, adding that while the German people seem to get along very well on their restricted diet, Americans cannot maintain their strength with it.

Strict Censorship

He said that while there has been no interference or curtailment of broadcasts by Americans from Germany for American audiences there has been strict censorship, especially by army officials, since last May. Anything that might have military value for the enemy is ruthlessly blue-penciled, he said. The army also maintains close supervision over all German broadcasts, both domestic and for foreign consumption.

Despite the harsh penalties for Germans caught listening to shortwave programs from abroad, Mr. Shirer expressed the opinion that the BBC has a large audience in Germany, due to its reputation for objective treatment of news. Correspondents are freely permitted to listen to foreign broadcasts, he said, the only restriction being that they must not repeat to German citizens what they hear from abroad.

New BC Disc Program To Reach 100 Stations

BC REMEDY Co., Durham, N. C., after Jan. 20 will release to over 100 stations, in markets where the headache remedy is sold, a group of 26 recorded 60-second announcements by Arthur Godfrey who conducts the *Sun Dial* on WJSV, Washington, and who also is heard on discs, sponsored by the Carnation Co.

Announcements include 20 seconds of Godfrey's songs and 40 seconds of commercials for broadcast daily or several times weekly. The recordings were produced by Charles W. Hoyt Co., New York, agency handling BC's New York advertising, and prepared by NBC radio-recording division in Washington. Agency placing national business for the company is Harvey-Massengale Co., Durham.

Treaty Nations Aim to Beat Deadline

Engineers to Discuss Technical Matters At Conference

STILL shooting for the March 29 Continental reallocation, pursuant to the Havana Treaty, delegates of the United States, Canada, Mexico and Cuba will meet in Washington Jan. 14 at an engineering conference to adjust assignment conflicts and otherwise compose technical differences in the new broadcast operating structure.

Commissioner T. A. M. Craven, who was head of the American delegation to the 1937 conference in Mexico which drafted the Treaty, again will be chairman of the delegation. An engineer, he was largely responsible for developing the agreement which, among other other things, is destined to end the operation of Mexican border stations.

Other Members

Other FCC delegates are E. K. Jett, chief engineer; A. D. Ring, assistant chief engineer in charge of broadcasting; Gerald C. Gross, chief, international section, and Joseph L. Rauh, Jr., assistant general counsel.

State Department representatives will be headed by Thomas Burke, chief of the Division of International Communications, and his assistants, Francis Colt DeWolf, Harvey Otterman and Joseph Keating. It is expected Assistant Secretary of State Breckenridge Long, will open the sessions but not actually participate in the informal engineering discussions.

While meeting the March 29 deadline may mean a race against time, Government officials are optimistic, provided no complications develop. It is presumed that final orders and notices covering the assignments can be cleared by the end of January and that stations therefore will have two months within which to comply with the Treaty terms.

The reallocation, as announced Sept. 10 by the FCC, was to affect 777 of the 862 stations then operating or authorized. Since then, however, the number affected has been increased a score by newly authorized stations.

At the Jan. 14 sessions, expected to run about a week, the most serious consideration will be that of the fate of the notorious border stations. The Treaty itself definitely provides for their silencing as high-powered outlets, with all Class I facilities earmarked for the interior of Mexico. Reports have been current, however, that commitments may have been made by the former Mexican Communications Ministry, prior to the recent presidential elections, under which certain of these stations, temporarily at least, would retain their border assignments with substantial power.

It is obvious that even if everything clicks all down the line, time will be short in meeting the March 29 deadline. The serious bottleneck unquestionably will be production of crystals for stations in this country as well as in Canada, Mexico and Cuba, which must change their assignments. In a substantial number of cases, it is understood, stations have made arrangements with occupants of frequencies to which they are slated to shift, for exchange of crystals.

In cases where directional antennas and new locations are required, the FCC may authorize operation with reduced power until they complete new installations.

Mexican Problem

Little difficulty will be encountered, it is indicated, in reconciling the Canadian allocations with those in this country. The only serious problem expected with Mexico is that of the disposition of the border stations. In the case of Cuba, its revised allocation list has not yet been submitted and probably will be gone over for the first time at the general engineering sessions. The original Cuban list did not take into account the standards specified in the Treaty, and therefore had to be revised drastically.

Since all of the deliberations will be technical and within the framework of the treaty, no departures from the Treaty allocations are contemplated. A gentleman's agreement regarding certain of the channels assigned to Mexico has been entered into and may prove a bone of contention. Moreover, it is understood the Mexican list does not indicate precisely when the Class I facilities assigned to it for use in the interior of the country will be shifted.

No word has been received here as to the makeup of the delegations from the other countries. It is expected, however, that, for the most part they will consist of practical allocations engineers, flanked by foreign office representatives.

Originally the plans for the engineering conference contemplated bilateral sessions, then a plenary session. Mexico, however, suggested the plenary session at the outset, to expedite conversations.

Esso Extra

TWIN BABIES, born Jan. 1 to a 14-year-old Negro mother on Little Edisto Island, near Charleston, S. C., have been named Esso and Essolene — to all appearances inspired by the four-daily *Esso Reporter* newscasts on WCSC, Charleston. The young mother thinks the names are "very pretty". Last year Standard Oil Co. of New Jersey, sponsor of the *Esso Reporter* programs, awarded cash bonuses for multiple births on New Year's Day, but it has not been announced whether the company will rise to the possibility of becoming godfather to Esso and Essolene.

FIVE AFFILIATIONS WITH NBC, MUTUAL

FIRST NEW network affiliations of the new year were announced Jan. 8 by NBC and MBS, with the former stating that WOC, Davenport, Ia., will become a basic Blue outlet on March 16 and the latter announcing four new affiliates.

WOC, sister station of WHO, Des Moines, also owned by the Palmer interests, operates with 250 watts on 1370 kc.; its network rate will be $120 per evening hour. NBC at the same time announced that the date of affiliation with the Blue of WWVA, Wheeling, has been fixed for next May 2. WWVA will then relinquish its CBS affiliation.

On Jan. 12 three Arkansas stations joined Mutual. They are KGHI, Little Rock, 250 watts on 1200 kc.; KOTN, Pine Bluff, 250 watts on 1500 kc.; KWFC, Hot Springs, 250 watts on 1310 kc. On Jan. 15 MBS adds WPAY, Portsmouth, O., 100 watts on 1370 kc.

These additions bring the total of NBC affiliates to 229, MBS to 172.

WHITE LABORATORIES, New York, on Jan. 6 started a campaign for Chooz gum using six times weekly spot announcements on 52 stations throughout the country. Agency is Wm. Esty & Co., New York.

THEY WERE IN THE ARMY THEN

First of a Series

THE MILITARY tradition prevails in radio despite the fact that so many of its executives are still young men. This is what some of the broadcasting industry's best known figures looked like when they wore Uncle Sam's uniforms. Can you recognize them? See box on page 10.

KDKA TRANSFERS TO BLUE NOV. 1

FORMAL announcement has been made by NBC that KDKA, Pittsburgh, will switch Nov. 1 from NBC Blue to the Red network and WBZ, Boston, will follow suit June 1, 1942. Though these shifts have been indicated for some time, the definite dates had not been fixed.

In a notice to NBC clients Edgar Kobak, vice-president in charge of Blue network sales, reported that with these shifts WWVA, Wheeling, will become the NBC Blue outlet, switching from CBS. No mention was made of the new Boston Blue network outlet supplanting WBZ, through several stations are understood to be under consideration. Similarly, nothing was said about the new outlet in Pittsburgh when the Red programs shift from WCAE to KDKA. WWVA, slated for 50,000-watt operation, will cover part of that area but it is expected there also will be a local Pittsburgh outlet for the Blue.

In his announcement, Mr. Kobak mentioned other improvements in Blue operation. Among these were the increase of WXYZ, Detroit, to 5,000 watts day and night; affiliation of KXOK, St. Louis, on the Blue as of Jan. 1 with 5,000 watts day and night and with KFRU, Columbia, Mo. as the bonus station; and the projected increase in power of WJBO, Baton Rouge, to 5,000 watts fulltime, with Feb. 1 the probable date of starting.

Union Leader Widening Schedule of Farm News

P. LORILLARD Co., New York, on Jan. 6 started a 13-week campaign for Union Leader Tobacco using *The Farm Market Reporter* five times weekly on Michigan Radio Network, including WELL WIBM WBCM WFDF WOOD-WASH WJIM WKZO.

The program, heard 12:15-12:30 p.m., contains farm reports by George Boutelle, manager of the Michigan Livestock Assn., and music by the Hayloft Serenaders. According to the agency, Lennen & Mitchell, New York, the company will use similar quarter-hour farm report programs three to five times weekly in seven other cities with starting dates set for various times during January.

Lorillard also has been promoting Union Leader since last November with farm reports originating in the South St. Paul stockyards, second largest in the United States, on the North Central Broadcasting System of 11 stations in Minnesota, North and South Dakota.

Dr. Pepper on 33

DR. PEPPER Co., Dallas, during the week of Feb. 10 will start a campaign for its soft drink on 33 stations, 30 of which have already been set. Program will be a half-hour variety show, transcribed by Columbia Recording Corp. for broadcast once a week. According to Benton & Bowles, New York agency handling the account, further details of the campaign have not been decided.

SPOT announcement campaign running on a large list of stations throughout the country under sponsorship of Ex-Lax Mfg. Co., Brooklyn, was renewed Jan. 1 for the year, according to Joseph Katz Co., New York, agency in charge.

Many Violations Are Claimed But ASCAP Files No Actions

Literally Swamped, Says Society, as Listening Posts Are Busy; Texaco Threat is Belittled

ALTHOUGH ASCAP claims it is "literally swamped" with infringements of its catalogs by radio since the vast majority of stations dropped ASCAP performances, it has not yet instituted any actual infringement suits, despite its announcement of Jan. 2 that it would proceed against CBS affiliated stations and the advertiser and agency handling the Fred Allen program.

At ASCAP headquarters, BROADCASTING was told by John G. Paine, general manager, that "we're so flooded with infringements that we don't know what we'll do." He said that recordings of infringements of ASCAP musical numbers have been picked up by listening posts scattered throughout the country. While the Society expected to discover a number of infringements, Mr. Paine said, it was totally unprepared for the quantity that already had turned up.

Delay in Filing

On Jan. 2 ASCAP announced that its attorneys, Schwartz & Frohlich, "were preparing papers for an infringement suit against the Texas Co., Buchanan & Co., its advertising agency, and CBS and all its affiliated stations which carried the Fred Allen program, for copyright violation in the unauthorized use of the musical number 'Wintergreen for President,' on the Fred Allen show last night."

On Jan. 7, however, the Schwartz & Frohlich office stated that this suit had not been instituted and that no suits would be started within the week, nor were any contemplated until the completion of a survey of infringements now being made by ASCAP.

The song, "Wintergreen for President," the ASCAP announcement said, with music by the late George Gershwin and lyrics by Ira Gershwin, is from the musical show "Of Thee I Sing," an outstanding Broadway success of a few years ago. As soon as the announcement appeared, CBS issued a statement that: "There is absolutely no basis for such a suit. The tune mentioned was not 'Wintergreen for President,' but an original theme melody."

Stating that the ASCAP legal department is trying to analyze the situation preparatory to taking action, Mr. Paine said that "it seems silly to bring so many suits." One publisher-member alone has four infringements, "all on 100-station network hookups," he declared, "which if prosecuted and collected for at the statutory minimum of $250 an infringement would bring this one company damages of $100,000."

While many of the infringements are believed to be unintentional, Mr. Paine expressed the belief that quite a number are "deliberate steals," and grew indignant over the action of certain sponsors and orchestra leaders who have "paraphrased" their former theme songs, changing only a few notes. "This is an absolute theft and no court in the world will let them get away with it," he declared.

Two Bars Involved

In announcing ASCAP's plans for the infringement suit against the sponsor, agency and network of the Fred Allen program, Mr. Paine stated that "The Society intends to vigorously defend its composers and authors from piracy and exploitation by the radio monopoly. George Gershwin is dead and cannot protest this piracy, but this Society, which was formed by writers to guard against just this sort of abuse, will protect his estate."

Joseph H. Ream, general attorney of CBS, expressed confidence that if ASCAP actually does file this suit the courts will promptly dismiss it. "The alleged infringement deals with only two bars of music," he said, "and of these two bars the notes are entirely different from 'Wintergreen for President' and the rhythm, while similar, is not identical."

Paul Munroe, radio director of Buchanan & Co., also stated his belief there was no infringement in the number performed on the Allen broadcast, but added that to avoid further controversy the theme would probably be changed in future broadcasts. If the suit is filed, he said, CBS will handle the defense for client and agency as well as for itself and its affiliates.

Failure of ASCAP to follow up its announcement with immediate action has led to a number of expressions from radio men that what ASCAP wanted was publicity and having achieved that goal will let the matter rest. Others predict, however, that having made the announcement ASCAP will have to follow through on the suit to save face with its members.

BMI Sheet Sales Boom

BMI has announced that its numbers enjoyed some 60,000 sheet music sales and about 6,000 orchestrations sold during the final week of December. These figures are all the more surprising because this holiday week is usually the worst week in the year for sheet music sales, a BMI spokesman explained. Leading in sheet music sales among BMI numbers are: "There I Go", with sales of 116,000 copies to date, "I Give You My Word", "I Hear a Rhapsody" and "So You're The One".

ASCAP Prepares Radio Drive To Promote Writers and Songs

Live Show in New York, Discs Elsewhere Under Plans With Guest Star to Appear Each Week

PLANS of ASCAP to join the ranks of radio sponsors by presenting a weekly program, featuring its own writers, composers and songs, on time purchased from stations selected from those which have taken out ASCAP licenses, are currently being formulated at the Society's headquarters. Titled *ASCAP on Parade*, the series will be produced by Billy Rose, written by Oscar Hammerstein and will have Deems Taylor as commentator. A guest star will be featured each week, with Irving Berlin set for the first broadcast.

Series was announced Jan. 6 by Gene Buck, ASCAP president, as the organization's "own *Hit Parade*", which will "consist of the genuine 'hit' songs of the day—the real hits that the public is actually buying, singing and dancing to, rather than a group of network controlled synthetic 'hits'." "These ASCAP hits," the announcement continues, "will be selected on an honest country-wide survey."

Code Provision

Just where the program would be staged, whether in a theatre or the studio of one of the New York stations which will carry the series; whether the programs will run for a full hour apiece or only for 30 minutes, and how many and which stations will be used, were questions which had not been settled last, although ASCAP officials hoped to have the first program ready for broadcasting Jan. 18.

Series will be broadcast live on stations in the New York metropolitan area and by transcription on other outlets. An attempt will be made to have the programs broadcast Saturday nights, spotted in the period directly preceding the Lucky Strike *Hit Parade* time wherever possible. Commercials will be devoted to telling the public ASCAP's side of the music controversy, it was stated, although their exact form has not been determined.

Since the announcement of this series, a number of broadcasters have raised the question of whether the NAB cannot, under the provisions of the industry code providing for equal time to be given to all sides for discussion of controversial questions, ask stations carrying the ASCAP series to give time to NAB spokesmen to present their side of the story.

Another angle of ASCAP's publicity campaign on the "boycotted by radio" theme is the formation of "The Hit Parade Writers and Their Orchestra" by 17 ASCAP members who are instrumentalists as well as composers, which opened a projected vaudeville tour Jan. 9 at the State Theater, Easton, Pa. Al Lewis, vocalist and manager of the group, has, according to the announcement, "assembled just about all the songwriters who could qualify as instrumentalists," first such aggregation.

Members of the group include Vincent Rose, composer of "Avalon" and "Whispering"; Larry Stock, who wrote "Umbrella Man"; Arthur Altman, "Play Fiddle Play"; Walter Kent, "Mama, I Wanna Make Rhythm"; Irving Gordon, "Me, Myself and I"; Slam Stewart, "Flat Foot Floogie"; Eddie Edwards, "Tiger Rag"; Eddie Farley, "Music Goes 'Round"; Don Jacoby, "Fraidy Cat"; Jimmy Mundy, "Springtime in the Rockies"; Guy Wood, "Gentleman Needs a Shave"; Buddy Kaye, "Shades of Twilight"; Al Hoffman, "Little Man You've Had a Busy Day"; Al Lewis is the author of "Blueberry Hill" and "No, No, a Thousand Times No."

Because they belong to ASCAP and "therefore are affected by the boycott of ASCAP music by the radio chains," the announcement states, "they are returning to vaudeville to play their tunes where the public can hear them."

Another instance where ASCAP is taking its fight with radio to the theatre-going public was disclosed by the information that a new verse had been added to "Zip", a number in "Pal Joe", current musical show on Broadway, as follows:

> Zip, on the radio
> Good music is dead.
> Zip, BMI just means
> Bad music instead.

Lobbies of New York theatres housing musical shows have, since Jan. 1, been decorated with placards announcing: "Music from This Show Barred From Your Radio by Order of CBS, NBC, MBS, but They Can't Bar It From Your Piano. Buy Your Sheet Music Here."

ASCAP Control Called Barrier to Bargaining

A CHARGE that ASCAP's control of music on the air prior to Dec. 31 has deprived independent music publishers from free bargaining with radio stations and recording companies has been made by Frank La Val of Addazzio-La Val-Matthews, New York music publishers. In a letter to BROADCASTING, protesting against "this private war between BMI and ASCAP which is hurting independent publishers and composers," Mr. La Val cites a case of discrimination from a recording company, whose manager he quotes as saying:

"The only way of getting your music recorded is by giving a guarantee of 7,500 records or by having your music on the 'Hit Parade'." Mr. Laval continues: "We know that this is a false statement being that we are not members of ASCAP. We also know that this company has recorded music for ASCAP publishers without a guarantee." He also cites similar discrimination from a broadcasting station.

WEST DISINFECTING Co., New York, was erroneously stated as the manufacturer of "CM" in the Dec. 15 BROADCASTING in connection with the placing of *It Takes a Woman*, produced by Basch Radio Productions, New York, and released through Moser & Cotins, New York. Product advertised is "CN".

ASCAP Refused Wisconsin Order

Plans to Appeal Decision of Court on Franchise Tax

INTENTION of ASCAP to appeal from the decision of the Federal District Court in Milwaukee requiring ASCAP to pay a 25% franchise tax before it can do business in the State was disclosed Jan. 8 by John G. Paine, ASCAP general manager.

Terming the Wisconsin statute "discriminatory and confiscatory", Mr. Paine said that when such laws appear the courts usually throw them out as unconstitutional. He said ASCAP has no objection to paying reasonable taxes and does so in several States, but that a tax of 25% and one levied against no other individual, company or group in the State except ASCAP is both unreasonable and unconstitutional.

District Judge F. Ryan Duffy, former Senator from Wisconsin, in an opinion growing out of an infringement suit by an ASCAP member against a tavern in West Allis, denied a plea for a temporary injunction, and also held that ASCAP activities in handling infringement actions, under the Wisconsin State law, were unlawful.

State License Lacking

The Allis House was charged with infringing the copyright of the composition "The Waltz You Saved For Me", in a suit brought by Leo Feist Inc., an ASCAP member. The court pointed out that neither Feist nor ASCAP has been granted a license in Wisconsin, under the Wisconsin statutes requiring such a license in order to transact business in the State. It is admitted, he pointed out, that Feist had made no attempt to comply with the statute and that the same was true with reference to ASCAP.

Judge Duffy held that Feist, in its motion to strike, admitted that it, through ASCAP, maintains a staff of unlicensed investigators in violation of the State statute. These investigators are alleged to have threatened the defendant that it would sue for alleged infringement if the inn did not enter into a license agreement and pay the fees demanded.

Injunction Unlawful

"Such threatening of a suit is likewise made unlawful under Chapter 177", the court said. Regarding the motion for a temporary injunction, the court held there would seem to be no such emergency or irreparable damage situation, which calls for such action at this stage of the controversy.

The court also observed that one or more cases are now before the U. S. Supreme Court in which there is at issue the validity of State legislation pertaining to the rendition of copyrighted music. "The decision of such case or cases (Florida and Nebraska appeals) may throw some light on the issues raised in the case at bar. Such decisions are expected to be rendered prior to the time that the trial of this case can be reached. The motion of the defendant for a temporary injunction will be denied."

WITHOUT THE AIR
Film With ASCAP Tunes Will Miss Radio Plugs

NEWS NOTE from Hollywood, from Hedda Hopper's syndicated column of Jan. 6:

"Producer Kenneth MacGowan started 'The Great American Broadcast' a year-and-a-half ago.

"Now they're actually in production, but the ASCAP war with radio is on in swing time, and the great tunes which will be used in the picture cannot be played or sung on the air, which has always helped put them over.

"Where would 'Thanks for the Memory' be without Bob Hope and radio?"

Benrus to Enlarge

BENRUS WATCH Co., New York, following its annual sales meeting, has announced plans to add a number of stations to its large list carrying daily time signals. The list will be made up in February by J. D. Tarcher & Co., New York agency, with the schedules starting in March.

HISTORY REPEATS

(This cartoon in the New York World back in 1925 dramatized the clash between radio interests and musical and theatrical managements.)

DENIAL of the report by ASCAP that it had signed a new contract for performance of its music was issued Jan. 10 by WHBL, Sheboygan, Wis. Wayne W. Cribb, manager, said the only license agreements his station has are with BMI and SESAC.

Station Licensees Claimed by ASCAP

A TOTAL of 158 stations have contracted with ASCAP for performing rights for 1941, since expiration of the 5% of gross contracts on Dec. 31, according to an ASCAP analysis. The ASCAP announcement, however, failed to disclose that 32 of the listed stations are noncommercial [noted by asterisks] and therefore do not pay performance royalties. Virtually the entire roster of stations signed are independent nonnetwork outlets.

It is reported that ASCAP has offered stations the option of signing for one year only, though its contract proffer originally was for five years. Presumably, stations are given the option of cancelling contracts on 90 days notice after the first year.

WJRD, Tuscaloosa, Ala.
WHMA, Anniston, Ala.
WMOB, Mobile, Ala.
KPHO, Phoenix, Ariz.
KGHI, Little Rock, Ark.
KFVD, Los Angeles
KFWB, Los Angeles
KFSG*, Los Angeles
KRKD, Los Angeles
KIEV, Glendale, Cal.
KTRB, Modesto, Cal.
KLS, Oakland, Cal.
KPPC*, Pasadena, Cal.
KGIW, Alamosa, Col.
KOKO, La Junta, Col.
KIDW, Lamar, Col.
KPOF*, Denver, Col.
WINX, Washington
WGAU, Athens, Ga.
WRGA, Rome, Ga.
WBLJ, Dalton, Ga.
WGOV, Valdosta, Ga.
WMJM, Cordele, Ga.
WMOG, Brunswick, Ga.
WJAX, Jacksonville
WDRO, Orlando, Fla.
WCBD, Chicago
WCRW, Chicago
WEDC, Chicago
WCFL, Chicago
WMRI*, Chicago
WEBQ, Harrisburg, Ill.
WILL*, Urbana, Ill.
WAOV, Vincennes, Ind.
WJOB, Hammond, Ind.
WTRC, Elkhart, Ind.
WBAA*, W. Lafayette, Ind.
WOI*, Ames, Ia.
KFGQ*, Boone, Ia.
WSUI*, Iowa City, Ia.
KFKU*, Lawrence, Kan.
KSAC*, Manhattan, Kan.
WHOP, Hopkinsville, Ky.
WPAD, Paducah, Ky.
WWRL, Woodside, N. Y.
WFMD, Frederick, Md.
WBOC, Salisbury, Md.
WMEX, Boston, Mass.
WESX, Salem, Mass.
WHDH, Boston
WORL, Boston
WCOP, Boston
WJBK, Detroit
WMBC, Detroit
WCAR, Pontiac, Mich.
WEXL, Royal Oak, Mich.
WKAR*, E. Lansing, Mich.
WMPC*, Lapeer, Mich.
WSAM, Saginaw, Mich.
WMIN, St. Paul
WLB*, Minneapolis
WCAL*, Northfield, Minn.
WJPR, Greenville, Miss.
WCOC, Meridian, Miss.
KFUO*, Clayton, Mo.
KFVS, Cape Girardeau, Mo.
WMBH, Joplin, Mo.
KWOC, Poplar Bluff, Mo.
KITE, Kansas City, Mo.
KORN, Fremont, Neb.
KHAS, Hastings, Neb.
KGFW, Kearney, Neb.
WBRB, Red Bank, N. J.
WHBI, Newark
WCAP, Asbury Park,
WCAM, Camden, N. J.
WHOM, Jersey City
WAAT, Jersey City
WNEW, New York
KLAH, Carlsbad, N. M.
WHLD, Niagara Falls, N. Y.
WATN, Watertown, N. Y.
WHAZ, Troy, N. Y.
WOLF, Syracuse
WBBR*, Brooklyn
WBNY, Buffalo
WSVS*, Buffalo
WCAD*, Canton, N. Y.
WGNY, Newburgh, N. Y.
WNYC*, New York
WCNW, Brooklyn
WBNX, New York
WHN, New York
WOV, New York
WCNC, Elizabeth City, N. C.
WGBR, Goldsboro, N. C.
WMFR, High Point, N. C.
WAIR, Winston Salem, N. C.
WOSU*, Columbus, O.
WNAD*, Norman, Okla.
KOCY, Oklahoma City
KBND, Bend, Ore.
KLBM, La Grande, Ore.
KWJJ, Portland, Ore.
KXL, Portland, Ore.
KOAC*, Corvallis, Ore.
KBPS*, Portland, Ore.
WPIC, Sharon, Pa.
WTEL, Philadelphia
WIBG, Glenside, Pa.
WDAS, Philadelphia
WSAJ*, Grove City, Pa.
WPRA, Mayaguez, P. R.
WPAB, Ponce, P. R.
WKAQ, San Juan, P. R.
WNEL, San Juan, P. R.
WFIG, Sumter, S. C.
KFDY*, Brookings, S. D.
WCAT*, Rapid City, S. D.
KUSD*, Vermilion, S. D.
WHUB, Cookeville, Tenn.
KABC, San Antonio
KBST, Big Spring, Tex.
KCMC, Texarkana, Tex.
KGKL, San Angelo, Tex.
KIUN, Pecos, Tex.
KLUF, Galveston, Tex.
KMAC, San Antonio
KNOW, Austin, Tex.
KPLT, Paris, Tex.
KRBC, Abilene, Tex.
WACO, Waco, Tex.
KRLH, Midland, Tex.
KFJZ, Ft. Worth
Texas State Netw., Chain License
WTAW*, College Station, Tex.
KVWC, Vernon, Tex.
WQDM, St. Albans, Vt.
WDEV, Waterbury, Vt.
WCHV, Charlotteville, Va.
WFVA, Fredericksburg, Va.
WBBL*, Richmond
WLPM, Suffolk, Va.
KWSC*, Pullman, Wash.
KTW*, Seattle
WBRW, Welsh, W. Va.
WLOG, Logan, W. Va.
WBTH, Williamson, W. Va.
WLBL, Stevens Point, Wis.
WEMP, Milwaukee
KFIZ, Fond du Lac, Wis.
WDSM, Superior, Wis.
WIBU, Poynette, Wis.
WMAM, Marinette, Wis.
WOMT, Manitowoc, Wis.
WSAU, Wausau, Wis.
WMBC, Detroit
KHAS, Hastings, Neb.
WSAM, Saginaw, Mich.
WIND, Gary, Ind.

Catch in ASCAP Religious Grants

Society Requires Free Plugs In Special Permission

ASCAP's grandiose claims in its warfare with radio that it gives the clergy, education and Government a free license for use of its music, provided the time on the air is obtained without cost, is exploded by the very conditions laid down in its "free license" authorization. This is disclosed in an exchange of correspondence between John G. Paine, ASCAP general manager, and Rev. Charles E. Fritz, pastor of the Ebenezer Evangelical Lutheran Church, of Columbus, S. C.

Writing Rev. Fritz Dec. 31, Mr. Paine extended permission to the church to use its music in connection with services broadcast over WIS, Columbia, provided the program is non-commercial and the time is donated by the station. But he added that the only requirement in granting this permission "is that an announcement be made during the broadcast that the musical portion of the program is being heard through the courtesy of ASCAP". Mr. Paine also observed: "Certainly we would not want the arbitrary attitude of the radio broadcasting industry to interfere with this fine program."

Advertising ASCAP

In carrying its campaign to the pulpit, ASCAP Dec. 23 said it had always given a completely free license for use of its works to all non-sponsored, non-commercial programs broadcast by religious, educational and Federal agencies, and that it "has no intention whatever of departing from that policy".

Rev. Fritz, responding to Mr. Paine's Dec. 31 letter, referred to this announcement and observed that it did not coincide with the requirement that credit be given to ASCAP. The requirement in effect, he said, means that "you ask us to advertise ASCAP".

Rev. Fritz pointed out too that the blanket requirement specifies the announcement that the musical portion of the program "is being heard through the courtesy of ASCAP". He said that at some of his services that may or may not be true and that it never would be entirely true. In certain services no ASCAP music is used at all. He said he was reasonably sure that in the use of most and possibly all hymns it would not be true.

"Thus," stated Rev. Fritz, "to say that the musical portion was by courtesy of ASCAP would not coincide with my sense of truth. I am charitable enough to believe that you do not want our church or any other to advertise your company in connection with our programs of worship, and certainly not to strain the truth with regard to the 'courtesy' granted. Let us not do anything that would mar the beauty that should surround the preaching of the Word in our churches and over the air because of differences in the commercial field."

TO KEEP citizens of Springfield, Ill., continually conscious of the birthplace of the Great Emancipator, WCBS, that city, is inserting "Abraham Lincoln Lived Here" on each hourly station break.

EXPERT ADVICE on national defense is supplied the Defense Communications Board by the nine-man Industry Advisory Committee. Immediately after the general DCB session Jan. 6, the committee met with the five DCB members—(l to r) Frank Phelan, president, All-American Cables & Radio Corp.; Louis Pitcher, executive vice-president, U. S. Independent Telephone Assn.; Carl D. Brorein, president, U. S. Independent Telephone Assn.; Col. Sosthenes Behn, president, IT&T; Walter S. Gifford, president, AT&T; R. B. White, president, Western Union Telegraph Co.; FCC and DCB Chairman James Lawrence Fly; Herbert E. Gaston, Assistant Secretary of the Treasury for Coast Guard, DCB secretary; Maj. Gen. Joseph O. Mauborgne, Chief Signal Officer, U. S. Army; Rear Admiral Leigh Noyes, Director of Naval Communications; F. C. Alexander, Jack Kaufman, executive vice-president, Globe Wireless Ltd.; Breckenridge Long, Assistant Secretary of State; Joseph Pierson, president, Press Wireless; David Sarnoff, president, RCA.

Long-Range Defense Program Under Way

Name Committees For Various Functions

WITH RENEWED assurances that long-range planning in the interest of national defense is sought, rather than immediate interference with the operations of communications, the Defense Communications Board Jan. 6 perfected its organization and set in motion 15 industry and Government committees to devise and coordinate operations.

Some 225 delegates and alternates representing Government, industry and labor were present at an all-day round of executive sessions Jan. 6, at which committees were organized, chairmen and secretaries selected, and tentative agenda developed. Arrangements promptly were made for appointment of subcommittees of key groups to boil down the agenda suggested by DCB and chart definite courses of procedure.

Miller Named

Neville Miller, NAB president, was elected Chairman of the Domestic Broadcasting Committee, with A. D. Ring, assistant chief engineer of the FCC, as secretary. Walter C. Evans, vice-president of Westinghouse Radio Stations Inc., who already is serving in an advisory capacity with manufacturing committees under the National Defense Council, was elected chairman of the International Broadcasting Committee, with P. F. Siling, assistant chief of the FCC International Division, as secretary.

The broadcast committee named a subcommittee comprising Messrs. Miller, Ring and Maj. Frank C. Meade, of the War Planning Section, Army Signal Corps, which met Jan. 10 to arrange future meetings. The International Broadcasting Committee has called another meeting Jan. 17 in Washington.

The only departure from the original organization plan was adoption by DCB of a recommendation by the Labor Advisory Committee that labor members be placed on each of the committees having an employer status. This would mean that seven committees of the 11 units in the secondary classification, including both domestic broadcasting and international broadcasting, would have labor members. There will be one voting labor member and one labor alternate for each committee.

Robert J. Watt, legislative representative of the American Federation of Labor, was elected chairman of the Labor Advisory Committee, one of the four main committees. He said Jan. 10 that his committee would make its recommendations for appointment of labor representatives on the various industry groups by Jan. 20. It is presumed DCB will approve such recommendations promptly.

Having completed the broad outline of its scope of activity, the DCB, of which FCC Chairman James Lawrence Fly is chairman, proposes now to move toward coordination of all communications industries and operations to cope with any national emergency that might develop. Its task will be a continuing one, though it hopes to complete a blueprint of its coordinated structure swiftly.

Reports to President

The Board is responsible directly to President Roosevelt, who created it by Executive Order last Sept. 24 [BROADCASTING, Oct. 1, 1940]. Members of the Board, in addition to Chairman Fly, are Maj. Gen. Joseph O. Mauborgne, Chief Signal Officer, Army; Rear Admiral Leigh Noyes, Director of Naval Communications; Breckenridge Long, Assistant Secretary of State; Herbert E. Gaston, Assistant Secretary of the Treasury in charge of Coast Guard activities.

The most significant meeting Jan. 6 was that of the Industry Advisory Committee, made up of top officials of leading entities in the communications field, with the DCB membership. This committee is one of the four which will have direct liaison with DCB. The others are the Coordinating Committee, made up entirely of Government officials and headed by E. K. Jett, FCC chief engineer; the Law Committee, made up of Government attorneys and headed by Telford Taylor, FCC general counsel, and the Labor Advisory Committee. The 11 committees having contact with the Board only through the Coordinating Committee will tackle specific problems peculiar to their own spheres of activity.

Because of the national defense complexion of the committee activities, it was agreed that all de-

GATHERED for their first meeting as an entity of the Defense Communications Board on Jan. 6, following the DCB general organization meeting, are members of the Domestic Broadcasting Committee. Seated at front desks are (l to r) Major Frank C. Meade, War Department; H. A. Lafount, president National Independent Broadcasters; John Shepard 3d, president, FM Broadcasters Inc.; Frank M. Russell, NBC Washington vice-president. At second row of desks are (l to r) W. E. McFarlane, president, MBS; Louis G. Caldwell, MBS Washington counsel; Harry Butcher, CBS Washington vice-president; Virgil Graham, National Television Systems Committee, alternate for Dr. W. R. G. Baker, of GE and NTSC; Neville Miller, NAB president and chairman of the committee; H. P. Corwith, Western Union Telegraph Co. At rear are (l to r) Paul Porter, CBS Washington counsel; William D. Boutwell, Federal Radio Education Committeen Harvey Otterman, State Department; James Baldwin and W. G. H. Finch, Washington representative and president, respectively, of Finch Telecommunications Inc.; Andrew W. Bennett, NIB general counsel, and Edwin M. Spence, NIB managing director. Not in picture were G. L. Best, AT&T; E. W. Stone, executive vice-president, Postal Telegraph-Cable Co.; A. D. Ring, FCC assistant chief engineer and secretary of the committee; Dr. C. B. Jolliffe, RCA allocations engineer; Lowell Mellett, director, Office of Government Reports, and White House administrative assistant; Louis Pitcher, executive vice-president, U. S. Independent Telephone Assn.

liberations would be secret. Chairman Fly will be the sole spokesman. Since DCB has no Government funds, all of the committee members and their alternates pay their own expenses. Meetings can be held wherever convenient for the particular groups.

Chairman Fly was elated over the full attendance at the organization meetings and the enthusiasm with which the various groups undertook their assignments. DCB handed to each committee a tentative agenda. Temporary chairmen, selected from the Government Coordinating Committee, were named for each of the sessions, prior to the election of officers. Francis Colt deWolf, assistant chief of the Division of International Communication of the State Department, presided at both the Domestic Broadcast and International Broadcast sessions, as temporary chairman.

Government committee members were instructed by DCB not to vote in the elections. In spite of that, Government men were selected as secretaries of a number of the committees, and in one case—Radio-communications — FCC Assistant Chief Engineer E. M. Webster was elected chairman.

Labor Members

Members of the Labor Advisory Committee, in addition to Chairman Watt, are Joseph P. Selly, of CIO, and Paul E. Griffith, of National Federation of Telephone Workers, who was named secretary. This membership was announced for the first time on Jan. 2. The functions of this committee, originally restricted to submission of "expert advice" on all labor problems, will be broadened to encompass additional functions. At a meeting late Jan. 6, the Labor Advisory Committee apparently convinced DCB that it could contribute considerably more to the work than originally outlined.

The important Industry Advisory Committee, of which David Sarnoff, RCA president, is a member, elected Walter S. Gifford, president of AT&T as its chairman. Dr. C. B. Jolliffe, RCA engineering executive and alternate for David Sarnoff, was named secretary.

The Telephone Committee named Z. Z. Hugus, assistant vice-president of AT&T, as chairman and Clyde S. Bailey, Washington representative of the Independent Telephone Assn., as secretary.

E. R. Shute, vice-president of Western Union, was named chairman of the Telegraph Committee, with FCC Chief Accountant William J. Norfleet as secretary. C. Mills, president of the Mexican Telegraph Co., was elected chairman of the Cable Committee, with FCC Assistant General Counsel James A. Kennedy named secretary. The Radio-communications Committee, in addition to naming Assistant Chief Engineer Webster as chairman, appointed F. M. Ryan, AT&T radio engineer, as secretary.

George W. Bailey, president of the American Radio Relay League, amateur organization, was designated chairman of the Amateur Radio Committee, with Assistant Chief Engineer Webster as secretary.

Paul Goldsborough, president of Aeronautical Radio Inc., was elected chairman of the Aviation Communications Committee and Ford Studebaker, chief of communications of American Export Airlines Inc., secretary. Capt. John Leonard, of the Michigan State Police, was chosen chairman of the State and Municipal Facilities Committee, with Col. E. L. White, FCC engineer, named secretary. The U. S. Government Facilities Committee is headed by L. H. Simson, of the Agriculture Department, with T. L. Bartlett, FCC attorney, as secretary.

Status Quo Assured

As far as broadcasting goes, repeated assurances have been given by high officials that there is no disposition to disturb the status quo. This may not be as true in the case of international broadcast operations, because that service is fraught with controversial aspects relating to propaganda and counter-propaganda activities of other foreign governments.

It has been emphasized again and again that the domestic broadcasting functions are limited, by

(*Continued on page 52*)

PRINCIPAL clearing house of the Defense Communications Board is its coordinating committee, made up of five Government experts and headed by E. K. Jett, FCC chief engineer. Duties of the coordinating committee include assistance to the DCB in planning and coordinating work, maintaining liaison with the Law Committee, Labor Advisory Committee and Industry Advisory Committee, and supervising the work of other committees reporting directly to it. In a huddle at their first meeting following the general organization session Jan. 6 are (l to r) Maj. W. T. Guest, War Dept.; Comdr. Earl E. Stone, Navy Dept.; Comdr. J. F. Farley, communications chief, U. S. Coast Guard, Treasury Department; Francis C. deWolf, assistant chief of the Division of International Communication, State Department. Chairman Jett, attending the opening session of the Industry Advisory Committee, was not in photo.

ARMY TO APPOINT TECHNICAL EXPERT

APPOINTMENT of a leading technical representative of the broadcasting industry—probably a top engineer of one of the larger operating companies—to the Advisory Council of the Army Signal Corps, will be made by Major Gen. Joseph O. Mauborgne, Chief Signal Officer, to aid him in the event of war or extreme emergency. The broadcasting representative would receive a high-ranking reserve commission in the Signal Corps. In time of war, the Army assumes control of internal communications, with broadcasting falling within that sphere.

David Sarnoff, RCA president and chairman of the board of NBC, is a senior member of the Council, which represents communications, broadcasting and motion pictures. Mr. Sarnoff is a colonel in the Reserve Corps. Western Union, American Telephone & Telegraph, Postal and the independent telephone industry also are represented on the Council.

From the motion picture industry, now preparing training and instruction films for the Army at cost, Gen. Mauborgne recently appointed Nathan Levenson, Warner Bros. vice-president, with a rank of colonel, and Darryl Zanuck, producer of 20th Century Fox, as a lieutenant colonel.

'Friday' Using 43

THE magazine *Friday*, New York, in addition to using three quarter-hours weekly of news commentaries on WHN, New York, on Jan. 10 started a three-week campaign of one-minute announcements, transcribed by the Recording Service of WOR, Newark, thrice-weekly on stations KNX KYA KALE KIRO KLZ KGKO WKY KOMO WISN WXYZ WJBK WWL WCAE WJAS WCAU WPEN WTAM WEEI WHDH WORL WGR WKBW WBNX WBNY WGAR WORC WAPI WBRC WFBM WMAQ WCFL KPO WTCN WDGY WJSV WOL KWK KXOK KMOX KRNT WQXR and a six-week campaign at the same time on WLW. Agency is H. C. Morris & Co., New York.

General View of 225 Delegates Attending Opening DCB Session

B-S-H Again Tops Agencies in Total Billings for 1940

Procter & Gamble Also Holds Lead in Sponsor Placement

FOR THE SEVENTH consecutive year, Blackett - Sample - Hummert leads all agencies in the amount of business placed on major networks. The agency's 1940 network billings amounted to $12,108,788, nearly 4½ million above the second agency.

Besides its network billings, B-S-H placed spot business amounting to $2,440,046, bringing total placement of the agency to $14,548,834 or 16% above its 1939 figure.

B-S-H was the leading agency in time placements on NBC networks in 1940, placing $9,564,419 to lead all agencies in NBC billings. On CBS its billings totaled $1,959,603 to put it in sixth place on that network. MBS billings by B-S-H were $584,766, top figure for the network.

Compton Adv. was second in NBC billings with $4,392,855, followed by J. Walter Thompson Co., $2,972,116; Lord & Thomas, $2,454,059; Young & Rubicam, $2,134,921.

Leading CBS agency was Benton & Bowles with $5,928,983, followed by Ruthrauff & Ryan, $4,569,185; Young & Rubicam, $4,362,245; Ward Wheelock Co., $3,344,475; BBDO, $2,063,012.

On MBS leading agencies after B-S-H were Ivey & Ellington, $510,949; R. H. Alber Co., $421,421; Erwin, Wasey & Co., $270,831; J. Walter Thompson Co., $266,977.

P & G Leads Sponsors

As usual Procter & Gamble Co. was the leading advertiser in placement of network business, according to NBC and CBS figures plus partial MBS data. The P & G total for 1940 was $10,999,416. In second place was General Foods with a combined NBC and CBS total of $5,887,349. Other leading sponsors in point of business placed on NBC and CBS were Sterling Products, $5,875,826; Colgate-Palmolive-Peet Co., $4,334,222; Campbell Soup Co., $4,044,389; Liggett & Myers Co., $3,356,713; General Mills, $3,139,652; Lever Bros. Co., $3,056,922; Brown & Williamson Tobacco Co., $2,972,755; American Tobacco Co., $2,219,421; R. J. Reynolds Co., $2,127,609.

The leading MBS advertisers for 1940 were: Wander Co., $526,026; Bayuk Cigars, $510,949; Gospel Broadcasting Assn., $402,232; General Cigar Co., $343,681.

New Socony News

SOCONY-VACUUM Oil Co., New York, continuing its policy of buying news periods on New England and eastern stations, is starting the following news programs: One 5-minute and two quarter-hour spots daily on WHEC, Rochester; two 5-minute, one 10-minute, and one 15-minute period daily on WDEV, Waterbury, Vt.; two 5-minute, and two quarter-hour periods daily on WKNE, Keene, N. H. More stations are expected to be added, according to J. Stirling Getchell Inc., New York, agency handling the account.

Leading Network SPONSORS AND AGENCIES: 1940

NBC 20 Leading Advertisers

Procter & Gamble Co.	$8,759,452
Sterling Products,	5,001,680
General Mills	2,495,735
Liggett & Myers Tobacco Corp.	1,932,386
American Home Products Co.	1,909,117
Brown & Williamson Tobacco Co.	1,814,033
General Foods Corp.	1,794,830
Standard Brands	1,504,199
Miles Laboratories	1,393,382
National Dairy Products Corp.	1,339,299
American Tobacco Co.	1,144,570
Bristol-Myers Co.	1,077,176
R. J. Reynolds Tobacco Co.	1,042,990
Andrew Jergens Co.	1,033,807
Colgate-Palmolive-Peet Co.	965,516
Lewis-Howe Co.	957,354
Quaker Oats Co.	955,756
Philip Morris & Co.	704,868
Sun Oil Co.	676,712
S. C. Johnson & Son	633,512

NBC 20 Leading Agencies

Blackett-Sample-Hummert	$9,564,419
Compton Adv.	4,392,855
J. Walter Thompson Co.	2,972,116
Lord & Thomas	2,454,059
Young & Rubicam	2,134,921
Pedlar & Ryan	1,950,503
Newell-Emmett Co.	1,936,810
Russell M. Seeds Co.	1,920,143
Benton & Bowles	1,749,591
Ruthrauff & Ryan	1,604,674
Lennen & Mitchell	1,560,537
Stack-Goble Adv. Agency	1,460,784
Wade Adv. Agency	1,393,382
BBDO	1,164,534
Knox Reeves	1,142,878
Wm. Esty & Co.	1,042,990
H. W. Kastor & Sons	990,143
Erwin, Wasey & Co.	725,640
Biow Co.	707,946
Roche, William & Cunnyngham	676,712

CBS 20 Leading Advertisers

General Foods Corp.	$4,092,519
Campbell Soup Co.	4,044,389
Colgate-Palmolive-Peet Co.	3,368,706
Lever Brothers Co.	3 056 922
Procter & Gamble Co.	2,239,964
Liggett & Myers Tobacco Co.	1,424,327
Wm. Wrigley Jr. Co.	1,368,224
Brown & Williamson Tobacco Corp.	1,158,722
R. J. Reynolds Tobacco Co.	1,084,619
American Tobacco Co.	1,074,751
Chrysler Corp	986 049
Ford Motor Co.	944 638
American Home Products Corp.	912,622
Texas Co.	911,471
Continental Baking Co.	908,404
Sterling Products	874,146
Philip Morris & Co.	855,148
Prudential Insurance Co.	724,655
Pet Milk Sales Corp.	713,883
General Mills	643,917

CBS 20 Leading Agencies

Benton & Bowles	$5,928,983
Ruthrauff & Ryan	4,569,185
Young & Rubicam	4,362,245
Ward Wheelock Co.	3,344,475
BBDO	2,063,012
Blackett-Sample-Hummert	1,959,603
Newell-Emmett Co.	1,589 539
Wm. Esty & Co.	1,515 550
J. Walter Thompson Co.	1,333.142
Lord & Thomas	1,274.855
The Biow Co.	1,094,199
N. W. Ayer & Son	1,033.432
Neisser-Meyerhoff	960,661
Pedlar & Ryan	929 519
Buchanan & Co.	920 329
Compton Adv.	889 647
Gardner Adv. Co.	704,733
H. W. Kastor & Sons	613,185
C. L. Miller Co.	566,121
Arthur Kudner Inc.	532,256

MBS 10 Leading Advertisers

Wander Co.	$ 526,026
Bayuk Cigars	510,949
*Gospel Broadcasting Assn.	402,232
General Cigar Co.	343,681
Macfadden Publications	199,094
Richfield Oil Corp.	197,388
General Baking Co.	184,221
American Safety Razor Corp.	158,857
*Lutheran Laymen's League	127,466
Wheeling Steel Corp.	123,556

MBS 10 Leading Agencies

Blackett-Sample-Hummert Inc.	$ 584,766
Ivey & Ellington Inc.	510,949
R. H. Alber Co.	421,421
Erwin, Wasey & Co.	270,831
J. Walter Thompson Co.	266,977
Federal Adv. Agency	237,564
Sherman K. Ellis Inc.	221,672
BBDO	184,221
Ruthrauff & Ryan	169,520
Kelly, Stuhlman & Zahrndt	127,466

* Special hookup.

FCC's HANDS-OFF MUSIC POLICY

Fly's Reply to Musicians' Committee Indicates Attitude on Situation Will Be Continued

THAT THE FCC proposes to continue its "hands off" policy in connection with the music copyright fight was indicated Jan. 3 by FCC Chairman James Lawrence Fly, who feels there is reason to believe that the Department of Justice anti-trust proceedings against ASCAP and segments of the industry responsible for establishment of BMI "may remove any unreasonable restraints which now exist within the musical copyright field and the radio broadcast industry".

Responding to a letter from Douglas Moore, secretary of the Musicians Committee which recently sent to the FCC 7,000 petitions asking for intervention in the controversy, Chairman Fly asserted that the information will be "carefully considered if the occasion arises when such is pertinent". He gave to Mr. Moore the same answer given recently to E. Frank Hummert, vice-president of Blackett-Sample-Hummert, when he sought FCC mediation in the controversy. Mr. Fly pointed out that the dispute has not been presented to the Commission by any of the interested parties and that consequently "no position has been taken with respect to that controversy".

Under the circumstances, he said, "it would be unwise for the Commission to express any opinion as to the relative merits of the claims of the parties involved".

Four Brooklyn Stations Agree on Merger Plan

HAVING terminated some eight years of litigation in the so-called "Brooklyn cases", the four stations in that New York borough on Jan. 10 formally announced signing of agreements whereby they would be consolidated into a single fulltime outlet. Each of the present station owners would hold a 25% interest in the consolidated station, and an application will be filed with the FCC in the immediate future.

The four stations are WLTH, WARD, WBBC and WVFW. They divide time on the 1400 kc. channel, each using 500 watts. Under the agreements, Rabbi Aaron Kronenberg, owner of WARD, will become president of the consolidated operation. Peter Testan, owner of WBBC, will be vice-president; Sam Gellard, WLTH, secretary; Salvatore D'Angelo, WVFW, treasurer. A manager will be retained.

Nationwide Wire Is Opened by UP

Exclusive Radio Facilities Permit Improved Service

A TRANSCONTINENTAL wire for the exclusive transmission of radio news was opened Jan. 5 by the United Press. Formerly the UP radio wire was divided into two sections: An eastern wire which ended at Hutchinson, Kan., and a West Coast wire originating in Sacramento and serving the entire Coast from there.

In its announcement of the coast-to-coast radio wire, described as the first in the history of radio, the press service says the installation has increased service to western stations from 16 hours a day, six days a week, to 20 hours a day, seven days a week.

Western stations now get all ten of UP's special radio features, instead of only two as formerly. News breaking in the East or in Europe can now be flashed directly to western stations, or news from the West Coast directly to eastern stations, without reprocessing or delay, the announcement states, adding that many stations for the first time now have available news written and edited exclusively for broadcasting. The wire extends UP radio facilities into 43 States.

Ahead of Schedule

Described as a goal sought for three years, the coast-to-coast radio wire has become a reality through special emphasis given the project by Hugh Baillie, UP president, E. M. Williams, sales manager, and A. F. Harrison, radio sales manager. Wires were spliced (without ceremony, says the announcement) Jan. 5, on which date UP opened new radio news bureaus in Denver and Salt Lake City and increased radio facilities and personnel in its bureaus in Kansas City, Portland, Ore., and Los Angeles.

Announcing the new circuit as "the most important development in the history of news to radio," Mr. Harrison said "the new transcontinental merger of our radio wires assures faster and more complete news and news features coverage throughout the nation, particularly because of the longer hours of operation of the entire circuit.

Results of News Survey

"Actually, this project is being completed considerably ahead of schedule, due to the acquisition of new clients. Consequently, this phase in the development of our general plan is possible perhaps a year earlier than we anticipated."

A recent survey conducted by UP on the use and sponsorship of its ten features revealed that some stations are paying the entire cost of their news wire service through the sale of these special programs. Tabulated results were:

Name of Feature	% *Used*	% *Sponsored*
Speaking of Sports	77.1	41.1
Today's War Commentary	70.2	32.3
In the Woman's World	68.3	32.8
Women in the News	65.4	33.9
Highlights of the Week's News in Review	62.1	21.8
Daily Chuckle	61.9	26.6
On the Farm Front	59.1	13.5
In Movieland	52.7	29.9
Looking Over Europe	48.6	22.4
Week-End Business Review	35.4	14.3
Average	60.08	26.86

Noble Planning Legal Action As Flamm Operates WMCA

FCC Denies Flamm Petition to Cancel Grant of Transfer, Describing It as Merely Consent

REBUFFED by the FCC in his effort to cancel his sale of WMCA to Edward J. Noble, head of the Life Savers Corp. and former Government official, Donald Flamm is still operating the New York independent station, though signs point to its transfer, either voluntarily or as a result of litigation.

Mr. Noble already has announced his plans to institute legal action in New York for specific performance of contract, under which he agreed to buy WMCA for $850,000. The transfer was to have been effected Dec. 31, but Mr. Flamm declined to deliver title after having made oral charges of coercion.

Unless title to the station is transferred shortly, it is indicated Mr. Noble will file with the FCC an application for the WMCA facilities under provisions of the law which permit any qualified citizen to apply for another station's assignment on a public interest showing. Should this course be followed, it is presumed the purchase contract would be dropped, since it is alleged on Mr. Noble's behalf that the contract already has been breached.

Permissive Consent

The FCC in a formal opinion Jan. 8 denied the petition filed Dec. 23 by Mr. Flamm requesting it to cancel the authorization previously given for the transfer of the station to Mr. Noble. The Commission, in a unanimous opinion, with Commssioner Craven not participating, concluded that the matter is one of "private contractual arrangements between the parties". It pointed out that it approved the transfer on Dec. 17 at the request of both parties and that this was not a mandatory order, "but is a permissive consent to the proposal contained in the application".

Under FCC rules, the authorization for transfer does not terminate until 30 days after the FCC action of Dec. 17. Consequently it is presumed that if the title to the station is not transferred by Jan. 17, Mr. Noble will proceed both in the New York courts on specific performance of contract and before the FCC on an application for the choice WMCA facilities — 5,000 watts day and 1,000 night on 570 kc.

Mr. Noble announced Jan. 8, following the FCC's denial of the Flamm petition that he was gratified to learn that the Commission again had found him to be a satisfactory licensee for WMCA. Mr. Noble said he was mindful of the public trust imposed in the operation of a broadcasting station and that "when this contract is carried out and control of the station has been transferred to me, I shall not forget my obligations in that respect."

The sales contract was consummated in latter November, and the FCC approved the transaction Dec. 17 when the parties petitioned it for expeditious action because of the desire to complete the transfer prior to the end of the year. A provision in the contract specified that if it were not consummated by Dec. 31, 90% of the additional taxes which might accrue after Jan. 1 would be assumed by Mr. Noble.

This provision, it now is contended, no longer applies since the FCC had approved the deal before the end of the year and Mr. Flamm had failed to carry through. The $850,000 purchase price was understood to have been a "bare bones" price with accounts receivable and other items left with Mr. Flamm. The aggregate consideration, it is estimated, would total $925,000.

Tax Provision

Reports of a Congressional inquiry and of other dire developments in connection with the transaction, emanating largely from WMCA officials, failed to materialize. Some questions were asked about the transaction during the hearing Jan. 8 of the FCC before the House Subcommittee on Appropriations, but nothing approaching a controversy developed.

In its formal opinion Jan. 8 the FCC said that Mr. Flamm's sole complaint appeared to be that the Commission acted upon the merits of his application without awaiting a response from him as well as from Mr. Noble to its communication of Dec. 13 seeking additional financial information. It said that on Dec. 14 it received a response from Mr. Noble's counsel, William J. Dempsey and William C. Koplovitz, to its inquiry of the preceding day and that no such reply had been received from Mr. Flamm. After the receipt of the information from Mr. Noble, the Commission felt it had all the data it needed, and consequently acted favorably on Dec. 17.

Regarding the Flamm complaint on the Dec. 13 request, the Commission said it appeared that his intentions were to "ignore the Commission's request for information and to petition the Commisson to dismiss the application without giving any consideration whatever to its merits".

Greenwood, S. C. Local

FIRST new station grant of 1941 was authorized by the FCC Jan. 7 to Grenco Inc. to operate a local in Greenwood, S. C., with 250 watts on 1420 kc. President and treasurer of the new corporation is Douglas Featherstone, a local attorney, who is 80% stockholder. C. A. Mays, also an attorney, holds the remaining 20% and is vice-president and secretary. It is the community's first station.

LONG flight of 3,000 miles, Los Angeles to New York, was taken in early January by Van C. Newkirk, Don Lee program director. Newkirk attended the first regular program directors' meeting held by MBS.

Ideas for Improvement Of Programs Submitted As MBS Holds Session

PROBLEMS on general program operation were discussed Jan. 7-8 by a group of MBS program directors meeting at the Hotel Ambassador, New York. It was the first in a series of such meetings planned to make specific recommendations regarding network program improvement. Ideas will be passed on to the Mutual board of directors and operating board for ratification.

It was unanimously agreed to broadcast MBS educational programs on scattered schedules presented five days a week as a full hour strip. Emphasis on individual station special events that could be fed to the network was urged. Problems relating to international broadcasts, varied time zones, physical network facilities, and generalized patterns for network identifications were clarified. These suggestions will be submitted to the Mutual board when it meets Jan. 23.

Those attending were: Van Newkirk, Don Lee Network; Russell Richmond, WHK-WCLE, Cleveland; Madeline Ensign, WOL, Washington; Herbert Rice, WGR-WKBW, Buffalo; Clifton Daniel, WCAE, Pittsburgh; George Steffy, Colonial Network; Frank Schrieber, WGN, Chicago; Julius F. Seebach and John S. Hayes, WOR, Newark; Brad Simpson, WKRC, Cincinnati; Campbell Ritchie, CKLW, Windsor-Detroit; Don Pontius, Mutual, Chicago, and MBS officials in New York. Adolph Opfinger, MBS program manager, presided.

Plan Swan Spots

LEVER BROS. Co., Cambridge, Mass., in an official announcement, confirmed the appointment of Young & Rubicam, New York to handle Swan, a new white floating soap. An extensive campaign has been planned, said to be one of the largest in recent years on behalf of a new product. While the agency has refused to disclose any of its plans, it is understood that spot announcements are being placed on approximately 70 stations.

3 STATIONS GIVEN 5 KW. NIGHT POWER

ALREADY enjoying improved coverage by virtue of location, frequency and conductivity characteristics, KFYR, Bismarck, N. D., is expected to increase its secondary coverage job through an action by the FCC Jan. 7 giving it a boost in power from 1,000 to 5,000 watts at night. The authorization is in line with engineering standards under the Havana Treaty. KFYR operates on 550 kc. and will use a directional antenna at night.

Accorded similar power increases were KDYL, Salt Lake City, and WKBH, La Crosse, Wis. KDYL was given an increase to 5,000 watts fulltime on 1290 kc., using a directional both day and night. WKBH, on 1380 kc., will install a directional for night use.

WJMC, Rice Lake, Wis., was granted a modification of license to change hours of operation from daytime to unlimited, using 250 watts on 1210 kc.

Bulova Budget Increased Third After Record Year

BULOVA WATCH Co., New York, will increase advertising expenditures from $1,500,000 in 1940 to $2,000,000 in 1941, Milton H. Biow, president of Biow Co., New York, told salesmen of the watch firm at the anual sales meeting Jan. 8-15. In 1940 Bulova sponsored 337,059 time signals on 202 stations, Mr. Biow said, discussing placement of signals adjoining popular programs. He said dealers are encouraged to tie-in the signals with other promotion. The 1941 radio schedule will be even more extensive than that last year.

John H. Ballard, Bulova president, said 1940 was the most successful year in Bulova history. "No small part of the year's gains are due to the company's program of year-round advertising," he told the Bulova salesmen.

Noxzema Quiz Program Covers Dallas-Ft. Worth

NOXZEMA CHEMICAL Co., New York, on Jan. 12 added WFAA-WBAP, Dallas-Fort Worth, to the list of stations carrying the *Quiz of Two Cities* program, making a total of nine stations broadcasting the weekly show. Stations are WBEN, Buffalo, and WHEC, Rochester; WGAR, Cleveland, and WJR, Detroit; WCCO, Minneapolis and St. Paul; WBBM, Chicago, for the North and South side of the city; and WOR, Newark, under the title *Battle of the Boros*.

According to Ruthrauff & Ryan, New York, agency in charge, the following cities and stations will be added later in January: KFRC, San Francisco, and KHJ, Los Angeles; WNAC, Boston, and WEAN, Providence; and WICC, Bridgeport, Conn., and WTIC, Hartford.

Gunther Brewing Co., Baltimore, also handled by Ruthrauff & Ryan, has been sponsoring the program for the past year on WFBR and WMAL for the Baltimore-Washington area.

THE YEAR 1940 has been the greatest in the 29-year history of Ruthrauff & Ryan, New York, surpassing the top years of 1929 and 1937, according to a report released by the agency.

Trend to More Listening Found by CAB

Little Change Noted in Ranking of First 10 Programs; Art of Programming and Station Selection Advances

By A. W. LEHMAN
Manager, Cooperative Analysis of Broadcasting (CAB)

A REVIEW of the year's changes in rank of the ten leading programs made by the Cooperative Analysis of Broadcasting revealed but three shows among the first ten in December, 1940, that weren't among them in the last month of 1939. The newcomers were *The Aldrich Family*, *Kay Kayser* and *One Man's Family*. The programs which dropped from the ranks of the leaders to make room for them were *Kraft Music Hall*, *Fitch Bandwagon*, and *Pot o' Gold*. This relative consistency contrasted with the record of the previous year when there were five newcomers among the first ten.

New Leader

In December, 1940, the two leading programs were the same as a year earlier, but they had changed places. *Chase & Sanborn*, after changing from a full hour to a half-hour yielded the leadership to *Jack Benny* by a small margin. In third place were *Fibber McGee & Molly* who, in the preceding year, had risen sensationally from 16th to fourth spot. *Lux Radio Theatre* held fourth place at the close of 1940, having dropped from third place in the twelvemonth. Next was *Bob Hope* who rose from seventh to fifth. He had been one of the newcomers of 1939.

Most sensational of the novices of 1940 was the *Aldrich Family*, which wound up in sixth position after being in 40th place a year earlier. *Kate Smith* continued to do well during the year following her appearance among the charmed circle of ten in 1939 for the first time in her long career. In December, 1940, she ranked seventh. Eighth place was captured by *Major Bowes*, marking his sixth consecutive year among the leaders. He had placed sixth in December, 1939. Another new face, *Kay Kyser*, took ninth place. He ranked 12th a year before. *One Man's Family* finally joined the leaders in mid-season, placing tenth compared with 13th twelve months earlier.

None of the three programs which failed to hold the pace left the air. They were merely too hard pressed. Between December, 1939, and December, 1940, *Kraft Music Hall* fell from fifth to 12th place, *Fitch Bandwagon* from eighth to 11th and *Pot o' Gold* from tenth to 57th. The career of the latter show had been decidedly meteoric.

In 1940 most of the gaps that had been previously noted among the ten leaders' ratings had been closed or considerably lessened. The two leaders still had a comfortable lead over the third place show, but it no longer appeared insurmountable. Any of the remaining seven shows could easily gain a rung or two within the space of a month.

Table I is based on December, 1940, 1939 and 1938 and shows the distribution of sponsored, evening, network programs according to their ratings. Several trends observed in 1939 apparently continued. The amount of listening increased. Cutting of several leading programs in half made more good time available, lessened competition for the listener's ear at certain choice hours, thus bringing about a larger number of well rated programs.

The art of programming and of time and station selection continued on a high plane aided to a large degree by improvements made during the year in the CAB. Upon this and other fact-finding organizations, sponsors and their agents lean heavily. The hunger for news which was noted a year ago continued unabated and as the war developed from a Sitzkrieg into a true Blitzkrieg the public turned more and more to the radio for latest reports. There is considerable indirect evidence that the vast amount of listening to news programs accounted for many mentions for programs immediately preceding or following them.

The Ten Leaders

In December, 1940, the ten leading evening programs were:

1. Jack Benny
2. Chase & Sanborn
3. Fibber McGee and Molly
4. Lux Radio Theatre
5. Bob Hope
6. The Aldrich Family
7. Kate Smith Hour
8. Major Bowes Amateur Hour
9. Kay Kyser
10. One Man's Family

I—Distribution of Sponsored Network Evening Programs According to Ratings
Month of December

Rating (% of set owners)	*1940*		*1939*		*1938*	
	No. of Programs	*% of Total*	*No. of Programs*	*% of Total*	*No. of Programs*	*% of Total*
40.0 and over	1	0.9	1	1.0	1	1.1
35.0 - 39.9	1	0.9	1	1.0	1	1.1
30.0 - 34.9	3	2.7	0	0.0	0	0.0
25.0 - 29.9	4	3.6	3	3.1	2	2.2
20.0 - 24.9	7	6.3	7	7.2	4	4.3
15.0 - 19.9	14	13.1	10	10.3	12	13.0
10.0 - 14.9	41	38.2	28	28.9	22	23.9
5.0 - 9.9	30	28.0	36	37.2	36	39.2
0.0 - 4.9	7	6.3	11	11.3	14	15.2
Total	108	100.0	97	100.0	92	100.0

II—Monthly Rankings of the 11 Programs Which Were Among the Five Leaders for Any One Month During the Year Ending December, 1940

	Dec.	*Nov.*	*Oct.*	*Sept.*	*Aug.*	*July*	*June*	*May*	*April*	*Mar.*	*Feb.*	*Jan.*
Jack Benny	1	1	1	NB	NB	NB	NB	2	1	1	1	1
Chase & Sanborn	2	2	2	1	NB	NB	1	1	2	2	2	2
Fibber McGee	3	4	4	NB	NB	NB	5	5	3	3	4	4
Lux Radio Theatre	4	3	3	2	NB	NB	2	6	4	5	3	5
Bob Hope	5	5	5	NB	NB	NB	NB	4	9	6	7	8
Aldrich Family	6	12	11	6	8	5	*	25	26	27	24	34
Major Bowes	8	7	7	4	1	1	3	8	6	9	10	11
Kay Kyser	9	11	13	5	2	3	7	7	8	10	9	6
One Man's Family	10	8	9	3	4	6	3	10	7	7	8	10
Kraft Music Hall	12	17	20	12	5	2	8	3	5	4	5	3
Your Hit Parade	19	(a)	(a)	7	3	4	10	12	15	18	18	16

NB—Off the Air. *—Changed Network. (a)—Not rated because of cancellations for political speeches.

Popularity Shifts in 1940

During the year 1940, *Jack Benny* was on the air eight months. Most of that period he ran a nip and tuck race for first place with the *Chase & Sanborn* program, but yielded only in May. He had jumped ahead slightly in January when *Chase & Sanborn* changed from a full hour to a half hour. At the year end, Benny was pulling away a bit.

Chase & Sanborn, off the air only in July and August, was consistently in second place except for May and two months of June and September when Benny was off the air. In those months the show captured top position. The May achievement was probably aided by the advent of daylight saving. It is interesting to speculate on what would have happened if both shows had remained during the entire summer.

Fibber McGee was quite consistent, starting at fourth in January and February, third in March and April, dropping to fifth in May and June. He and Molly returned from vacation to take fourth place again in October and November and rose to third once more in December.

They Fluctuate

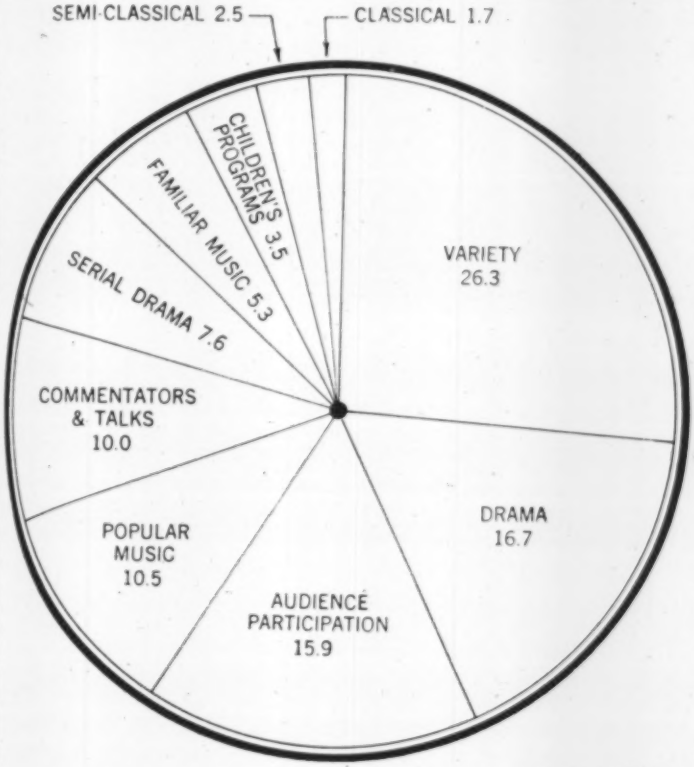
Lux Radio Theatre fluctuated with the popularity of its stars and plays. Its course was as follows: Fifth in January, third in February, fifth in March, fourth in April, sixth in May, second in June, off the air in July and August, second in September, third in October and November and fourth in December.

Bob Hope gained substantially during the year. He ran eighth in January, seventh in February, sixth in March, ninth in April, fourth in May and after a long vacation, ran fifth in the last three months of the year.

The *Aldrich Family* was highly unstable and skyrocketed during the course of the year. It evidently gained from a shift in network and from remaining on the air during the summer, thereby gaining audibility. Other shows in the past have also come into their own during the summer, such as *One Man's Family*, *The Hit Parade*, and *Kay Kyser*. The *Aldrich Family* started the year in 34th position, then ran 24th, 27th, 26th, 25th. The show was not rated for June, due to time and network changes, but showed up in fifth place in July. The last two weeks in June, the Aldriches had been in Jack Benn's spot, which may have had something to do with the sudden jump in the rating. Then they ran eighth, sixth, 11th, 12th and made a remarkable spurt to take sixth in December.

Major Bowes showed flashes of his old-time form. He started the year a poor eleventh, rose to tenth in February, ninth in March and sixth in April, dropped back to eighth in May but was in the money

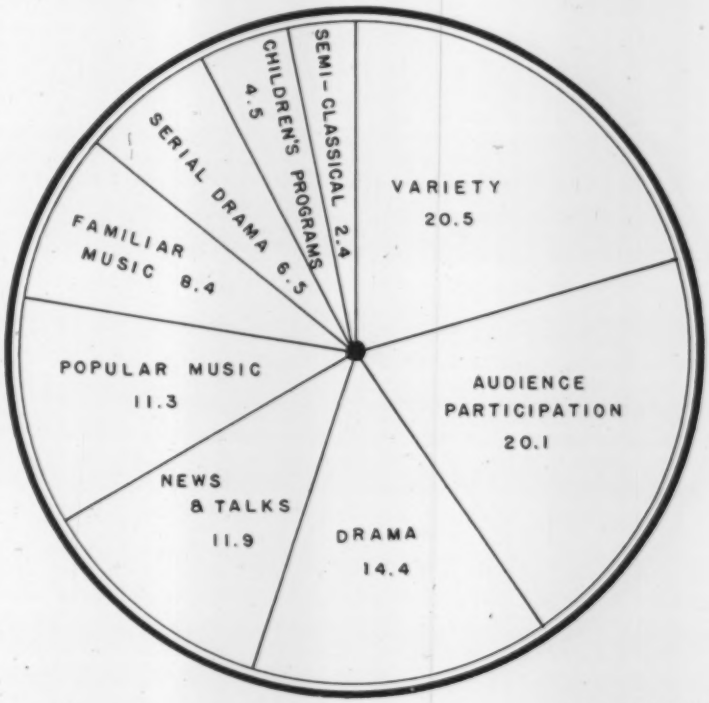
III—Division of Commercial Network Time By Program Types: Evening Programs
(October, 1939—April, 1940)



Type of Program	Ratings Average	Rank	Range Low	High	No. of Programs	Amount of Time on the Air % of Time	Rank in % of Time
Variety	15.7	1	2.4	40.6	33	26.3	1
Classical	12.8	2	—	—	1	1.7	10
Drama	12.7	3	6.2	29.5	23	16.7	2
Serial Drama	12.5	4	7.4	23.6	7	7.6	6
Audience Participation	11.4	5	1.8	24.4	20	15.9	3
Children's Programs	11.1	6	10.3	12.5	3	3.5	8
Semi-Classical	10.0	7	9.9	10.2	2	2.5	9
Popular Music	9.0	8	3.0	21.4	15	10.5	4
Familiar Music	8.0	9	2.4	11.5	7	5.3	7
Commentators and Talks	6.3	10	1.5	17.3	9	10.0	5

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs five times a week rate as 1¼ hours per week, 15-minute programs 3 times a week ¾ hour, etc.

IV—Division of Commercial Network Time By Program Types: Evening Programs
(May to September, 1940)



Type	Ratings Average	Rank	Range Low	High	No. of Programs	Amount of Time on the Air % of Time	Rank in % of Time
Variety	12.6	1	1.3	29.2	30	20.5	1
Drama	9.9	2	2.2	25.8	21	14.4	3
Aud. Particip.	8.5	3	2.1	20.9	27	20.1	2
Serial Drama	8.5	3	4.4	18.9	6	6.5	7
Popular Music	8.1	5	3.4	16.5	12	11.3	5
Familiar Music	7.1	6	3.6	9.5	9	8.4	6
Semi-Classical	7.1	6	6.4	7.7	3	2.4	9
Children's Programs	6.5	8	5.7	7.3	3	4.5	8
Commentators, News and Talks	5.4	9	1.7	14.5	10	11.9	4

in third spot in June. With the first five shows enjoying vacations in July and August, the clock was turned back to 1937 when the Major consistently led the parade. He passed *One Man's Family* and *Kraft Music Hall* which had been ahead of him earlier in the year. With the return of three of the leaders in September, the Major placed fourth then, taking seventh in October and November and eighth in December.

Kay Kyser was in and out of the leaders throughout the year. Month by month he ran as follows: Sixth, ninth, tenth, eighth, seventh, seventh, third, second, fifth, 13th, 11th, ninth.

One Man's Family was consistently among the leaders for the first time in a long career. After starting at tenth, the show placed eighth, seventh, seventh, tenth, third, sixth, fourth, third, ninth, eighth, tenth.

Kraft Music Hall started at a strong third in January, winding up much lower in the fall. After January the month-by-month record, was fifth, fourth, fifth, third eighth, second, fifth, 12th, 20th, 17th, 12th. In the first part of the year the show had little competition but in July it changed to the spot opposite *Major Bowes*. Bing Crosby was absent from the middle of August to the middle of November.

Your Hit Parade was among the leaders only during the summer months, placing tenth in June, fourth in July, third in August and seventh in September. The rest of the time it ranged from 12th to 19th. This show has always been subject to extreme fluctuations.

Beyond ASCAP

INTERESTING outgrowth of the ASCAP-BMI controversy was a package recently sent to WPTF, Raleigh, N. C., by one of its listeners. The package contained three old volumes of some 225 musical selections, with copyrights dating as far back as 1850. The lady listener explained she had heard of the BMI-ASCAP dispute and was sending to the station the whole bundle of music, which had been in her family for years and over which she knew ASCAP had no control.

Leading Daytime Programs

The leading daytime shows in December, 1940 were:

1. Ma Perkins
2. Pepper Young's Family
3. Vic and Sade
4. Life Can Be Beautiful
5. The Woman in White
6. Mary Marlin
7. Right To Happiness
8. Stella Dallas
9. Our Gal Sunday
10. Road of Life

In December, 1939, the ten daytime leaders had been:

1. Ben Bernie
2. Ma Perkins
3. Hobby Lobby
4. Pepper Young's Family
5. Vic and Sade
6. The Guiding Light
7. Mary Marlin
8. The Woman in White
9. Stella Dallas
10. Goldbergs
10. Road of Life

Perhaps most interesting is the

fact that all ten leaders this past December were five-a-week quarter-hour serials. None of the Saturday or Sunday half-hour shows of various descriptions could make the grade. Truly significant of the grip of these homely serials is their consistency year in and year out. The old stand-bys keep about the same rank year after year despite the fact that ratings of daytime programs are more closely bunched. Also of interest is the fact that a single manufacturer, Procter & Gamble, pioneers in presenting multiple daytime serials, sponsored the first seven as well as the tenth ranking show.

Newcomers to the first ten were three in number, *Life Can Be Beautiful* (which did amazingly well to attain fourth place), *Right to Happiness* and *Our Gal Sunday*. Leaders of December 1939 but not 1940 were *Ben Bernie* who changed to an evening hour, *Hobby Lobby* which left the air and the *Goldbergs*.

Taking only the serial dramas for the month of December, *Ma Perkins* has led for the past three years, *Pepper Young's Family* placed second in 1939 and 1940, *Vic & Sade* third in both years and *Road to Life* tenth in both years.

Sets in Use

The percentage of sets in use at some time during the day had fluctuated very little for some years before the outbreak of present hostilities abroad. For the period from October, 1935, to April, 1940, the low point for the average week-day was reached in July, 1936, at 56.8%. The pre-war high was attained in February, 1937 at 73.4%. Starting with September, 1939, when the war broke out, each monthly figure set a new record for the corresponding month since October, 1935. This trend continued until April, 1940, which failed to better the figure of April, 1938. The all-time high for the average week-day was 76.9% in January, 1940.

Sunday listening shows wider fluctuations than week-days, largely due to outdoor recreation in the summer time. But the trend to greater listening was equally pronounced on this day. In August, 1937, a mere 45.3% of set owners tuned in their sets. This low-point was not even approached in subsequent summers. From July, 1939 there was a steady, month-by-month rise from 56.9% to a new high of 78.3% in January, 1940.

During the standard time period, listening is about 11% greater than during daylight saving time.

Gain in News Audience

The CAB made a special comparison of listening to *all news programs*, sponsored and sustaining, during the winters of 1939-40 and 1938-9, on Wednesday nights. The national average rating for such programs broadcast between 5 and 8 p.m. (EST), increased 39% from 14.1 to 19.7. For the later hours (8-12 o'clock) on the same night of the week the increase in the rating was even greater, 55% or from 9.7 to 15.1. It appears that in times of emergency people seek late evening news from the radio to supplement their evening newspapers more than in ordinary times.

In December, 1939, the average rating of four sponsored network news programs was 9.6%. A year later the figure for seven such programs was identical. This represents a substantial increase in the audience of such presentations. The old favorites, like Lowell Thomas increased their ratings considerably.

In the summer of 1939, news and commentators took up 7.5% of sponsored network time compared with 11.9% in 1940. In 1939 this program type ranked ninth out of ten with an average rating of 5.0 compared with a ranking of ninth out of nine with an average rating of 5.4 in 1940. In per cent of time, the type ranked seventh in 1939 and fourth in 1940.

Geographical Areas

Very little difference in listening by geographical areas is evident except for the Pacific Coast, where there are substantially more sets in operation during the early evening hours due primarily to differences in time and the fact that the most popular programs are scheduled on eastern time.

Special Events and Sports

During the year 1940 the CAB continued its custom of issuing ratings from time to time on public events of outstanding interest. 1940 was most prolific in this respect, with a heated political campaign and all the fanfare that goes with it. The audiences of many of the candidates were reported by the CAB during the fall. Also during the year there were numerous reports on sports broadcasts and other national and international events.

President's Addresses

The Jackson Day Dinner address on Jan. 8 attained a rating of 25.2%, bettering the President's rating of 16.7% on the same occasion in 1939. Both were below his mark of 32.6 in 1936.

In a broadcast from Washington over the three major networks 2-2:30 p.m. on Thursday, May 16, the President was reported heard by 22.8% of the set owners interviewed.

His address at Charlottesville, Va., on June 10, in which he denounced Italy's entrance into the war, produced a rating of 45.5%—the highest rating ever recorded by the CAB for a speech of any kind. It was carried by four networks.

Other Events

The ceremonies attendant upon the opening of Congress Jan. 3, 1940, were heard by 16.1% of the radio owners, comparing closely with the figure 16.3 a year earlier.

The late Neville Chamberlain, in a trans-Atlantic broadcast on Jan. 9, was rated at 13.

Col. Charles A. Lindbergh was rated at 7.7 in a broadcast by CBS on May 19.

The speech of King George VI, picked up by the major networks at 1 p.m. Sept. 23, was reported by 7.2% of the set owners interviewed.

The Political Campaign

The political fight officially opened with the Republican National Convention in June. On Monday, June 24, 25.2% of the radio homes were tuned to the broadcast and on Tuesday, June 25, 27.3%.

The Democrats held their convention in July. On Monday, July 15, the rating was 24.0 and on the next day, 32.9 including mentions for the address of Senator Alben W. Barkley. During the day it had been announced that he would deliver a message to the Convention on behalf of the President.

The acceptance speeches of the Republican nominees were also reported by the CAB. Willkie's speech, broadcast from Elwood, Ind., over all four national networks attained the highest rating recorded for a political speech in the ten years of the CAB's research. 37.8% of the questioned owners of radio receiving sets reported having heard the G. O. P. candidate in their homes. In 1936, Alfred M. Landon's speech broadcast from Topeka, Kan., rated 28.5.

17.3% of set owners reported hearing Senator Charles L. McNary's acceptance address on Aug. 27. The major part of the ceremonies was carried by Mutual, NBC-Red, and CBS.

On Sept. 20, the President's address from Philadelphia, aired over CBS, NBC-Blue and Mutual, rated only 8.9%. The speech was made at 4 p.m. on a Friday.

Political Resume

The closing political speeches came thick and fast. Here is a resume of them:

Oct. 28th — President Roosevelt from Madison Square Garden at 10 p.m., (NBC Red & Blue), 36.4; Wendell L. Willkie from Louisville, at 10:30 p.m. (Columbia), 16.5.

Oct. 29 — Wendell L. Willkie from Charleston, W. Va., at 10:30 p.m. (NBC Red), 20.7; Joseph C. Kennedy from New York City at 9 p.m. (Columbia), 19.2.

Oct. 30—President Roosevelt from Boston at 10:15 p.m. (NBC Red, Columbia Mutual), 38.7; Dorothy Thompson from New York at 8:30 p.m. (Columbia), 11.7.

Oct. 31—Wendell L. Willkie from Camden, N. J., at 8:30 p.m. (Columbia), 13.

Nov. 1—President Roosevelt from the Academy of Music, Brooklyn, N. Y., at 9:00 p.m. (NBC Red, Mutual), 37.3; Cordell Hull from Washington at 9:45 p.m. (NBC Red & Blue), 18.8.

Nov. 2—President Roosevelt from Cleveland, at 9 p.m. (NBC Red, Columbia), 37.0; Wendell L. Willkie from Madison Square Garden at 10:15 p.m. (NBC Red & Blue, Columbia & Mutual), 30.6.

Generally, the President spoke over two or more networks, while Mr. Willkie spoke over one network. On Saturday night the Presi-

(*Continued on page 50*)

COMMENTATORS congress convened in the House of Representatives restaurant on opening day of the 77th Congress Jan. 3. Pictured by alert WRC-WMAL lensman in the usual order are thought-molders Baukhage, NBC; John B. Hughes, Don Lee network; Stephen McCormick, MBS-WOL, Washington; Albert Warner, CBS; Fulton Lewis jr, MBS; H. V. Kaltenborn, NBC; Dorothy Rockwell, WQXR, New York; Earl Godwin, NBC. Questions before the House included problem of obtaining adequate synonym for "I was told today on the highest authority". Conclave was arranged to debate synonym problem as well as others of mutual concern to the "fingers on the pulse" boys. Possible outgrowth of this impromptu session may be a commentator group to consider knotty problems that they sometimes face individually.

THEY TRIED RADIO
And Carbon Coal Co. Sales
Made 20% Increase

YOU can't sell coal door to door, and Carbon Coal Co., Des Moines, wasn't satisfied with the results of other sales methods. So it tried radio early in 1940, using Gene Shumate's *Sports Slants* on KSO.

Says B. C. Holm, Carbon Coal v-p: "Almost immediately we began receiving both telephone and personal orders or inquiries about our various grades of Iowa and Eastern coal."

When fall rolled around an intense evening announcement schedule was worked out over both KSO and KRNT.

And here's what happened: "Carbon Coal Co. used no other coal advertising during the 1940 seasons and when the year ended retail coal sales were up more than 20% over the same months in 1939. While 1940 was a better hearing year in general than 1939, it was only 5% better, the other 15% increasing in sales coming from radio."

Carbon's agency is Son de Regger & Brown Adv. Agency, Des Moines.

AND ALL OKLAHOMA LOVES ELSIE AND ELMER

* While most stations are still silent and others are sandwiching bulletins by a sleepy-voiced announcer between transcriptions, WKY is on the air with "Sunrise Roundup," claiming the attention of thousands of Oklahoma farm families with some of the liveliest entertainment of its broadcast day.

"Sunrise Roundup," a WKY-produced feature, broadcast daily from 6:00 to 6:30 a.m., combines the continuity of a daytime strip with the personal loyalty of a rural show. Elmer Putter is wooing Li'l' Elsie, typical 1941 streamlined model farm kids, in typical rural fashion . . . an Aldrich Family with an Oklahoma background. It is fast-moving and sparkling with vocal and instrumental music and, in addition, incorporates all the news and information of prime interest to rural folk.

Within a few weeks, more than 8,000 requests for the program's original signature song were received.

Behind "Sunrise Roundup" are WKY's superlative production facilities and the full force of its statewide exploitation. It is definitely on the way up and a real opportunity for a sponsor to gain for his product the friendship and loyalty of many thousands of rural Oklahomans.

"Sunrise Roundup" is available for sponsorship in quarter-hour units either three or six times per week. Write or wire for prices and availabilities.

WKY

OKLAHOMA CITY

NBC Affiliate—900 Kc.

OWNED AND OPERATED BY
THE OKLAHOMA PUBLISHING COMPANY
THE OKLAHOMAN AND TIMES
THE FARMER-STOCKMAN — MISTLETOE EXPRESS
KVOR, COLORADO SPRINGS
KLZ, DENVER *(Under Affiliated Management)*
REPRESENTED BY THE KATZ AGENCY, INC.

Action by Networks Forecast On Hitch-Hike Announcement

Advertisers Soon to Be Approached on Subject, Says Rosenbaum, Reviewing IRNA Action

ACTION by the major networks to restrict so-called "hitch-hiker" announcements early this year was predicted by Chairman Samuel R. Rosenbaum of Independent Radio Network Affiliates and president of WFIL, Philadelphia, in a Jan. 2 report to the membership.

Elaborating on the results of conferences of IRNA network negotiating committees with NBC and CBS, Mr. Rosenbaum said that both networks had confirmed their intentions with regard to such announcements and that advertisers soon would be approached.

The NBC negotiating committee is made up of Martin Campbell, WFAA-WBAP-KGKO, Dallas-Fort Worth; Edwin W. Craig, WSM, Nashville; Paul W. Morency, WTIC, Hartford; George W. Norton Jr., WAVE, Louisville; Mr. Rosenbaum. They met with President Niles Trammell, Vice-President Mark Woods and Vice-President and General Counsel A. L. Ashby.

The CBS negotiating committee comprises Messrs. Don Elias, WWNC, Asheville; Mark Ethridge, WHAS, Louisville; I. R. Lounsberry, WGR-WKBW, Buffalo. They conferred with Edward Klauber, Executive Vice-President; Paul W. Kesten, Administrative Vice-President, and M. R. Runyon, Stations Vice-President.

Plans of Network

"NBC confirmed its intention to carry out, as soon as practicable after Jan. 1, 1941, the commitments previously given to IRNA with regard to restrictions on the so-called hitch-hiker announcements, to the effect that NBC would approach certain of its clients with the request that they bridge their hitch-hiker announcements with theme music so as to make them appear as part of the previous program period, and that where sponsors have been producing both a trailer and a following spot in the station-break, every effort will be made to induce sponsors to use only one, and to produce that under the procedure just outlined," Mr. Rosenbaum reported.

"Evidence was also submitted of the success with which NBC was meeting in its program of reducing the length of continuities in both sustaining and commercial programs, especially in regard to motion picture promotions. Action was deferred until a subsequent meeting on certain modifications of network practices which IRNA expects to obtain, but which are possibly covered by portions of the proposed network regulations now under discussion by the FCC."

CBS likewise confirmed the commitments with regard to hitch-hiker announcements, Mr. Rosenbaum reported. It was also agreed that CBS would recognize and rename its merchandising service, against which complaint had been registered. Hereafter it will be known as a program promotion department, he reported, the fundamental purpose of which is to be the stimulation of programs on CBS in which cooperation of stations would be requested in special cases. In every case the individual station operator will determine to what extent he should go in program promotion. The IRNA committee, according to Mr. Rosenbaum, expressed its entire satisfaction with these decisions.

New Armour Series

ARMOUR & Co., Chicago (Treet), on Jan. 20 drops *Your Treat* and replaces it with a thrice-weekly quarter-hour musical variety program *Treet Time* on 46 stations. Buddy Clark will act as singing star and m.c. on the program which will feature Frank Kettering and his orchestra and Marie Gifford, Armour's home economist, who will present helpful hints to housewives. Stations being used are KGNC WGST WBRC WEEI WBEN WMT WCSC WBT WGN WLW WGAR WFAA KLZ KRNT WXYZ KDAL KMMJ WTIC KTRH WMBR WDAF KFI WMC WIOD KSTP WWL WEAF WTAR WKY KYW WCAE KGW WJAR WMBG KMOX KPO WGY KOMO KHQ WSYR WFBL WFLA KTUL WRC WNAX WFOY. Lord & Thomas, Chicago, handles the account.

Derby Food Spots

DERBY FOODS Inc., Chicago (Peter Pan Peanut Butter), during the week of Jan. 7 conducted a special campaign of four spot announcements daily on 26 stations. Stack-Goble Adv. Agency, Chicago, is agency.

PRESIDENT ROOSEVELT'S fifteenth fireside chat of Dec. 29 enjoyed a rating of 59, according to C. E. Hooper Inc. Based on this rating. it is estimated 16,500,000 families, or about 50,000,000 persons in the United States, heard the talk, the largest audience ever reported by Hooper.

24 More for Omar

OMAR MILLS Inc., Omaha, on Jan. 6 and 13 adds 24 stations to its six-weekly one-minute announcement campaign for Omar Flour, making a total of 44 stations being used [BROADCASTING Jan. 1]. New selected stations include KGIW, KGHF, KFKA, KFXJ, KLZ, KOA, KGNF, WJAG, KOBH, KVRS, KDFN, KYSM, KGKY, KMMJ, WOW, KSOO, KFAB, WNAX, KOB, WHO, WMT, KMA, KGLO, KATE. Hays MacFarland & Co., Chicago, placed the business.

Standard Oil of Indiana Starts 65-Station Series

STANDARD OIL Co. of Indiana (Red Crown products), on Jan. 6 started a 26-week campaign of six-weekly one-minute transcribed announcements on 65 stations in 14 Midwest States, placed by McCann-Erickson, Chicago. Everett Mitchell, NBC farm news commentator, is featured in this transcribed series which offers prizes such as radios, watches and traveling bags to farmers for outstanding agricultural accomplishments.

Farm news and seasonal agricultural hints by Mitchell will be other features of the series. Selected times for the release of these announcements vary but all are at approximately the noon hour. Stations are:

KABR KDFN KFAM KFEQ KFH KFRU KFVS KFYR KGDE KGHF KGHL KGLO KGNO KLPM KLZ KMA KROC KSAL KSCJ KSO KSOO KWOC KWOS KWTO KYSM WBCM WBOW WCBS WCCO WDAF WDAN WDAY WDGY WDZ WEAU WEBC WEBQ WFBM WGBF WHBF WHLB WHO WIBA WIBM WIBW WJIM WJR WKBH WKZO WMAM WMAQ WMBD WMBH WMFG WNAX WOC WOOD WOWO WROK WSBT WSOY WTAD WTAQ WTMJ WMT.

WPTF Tests 50 kw.

WPTF, Raleigh, according to an announcement by Richard H. Mason, general manager, will be ready for 50,000-watt operation the end of January. With the new Westinghouse-equipped 50 kw. transmitter plant completed and two 370-foot Blaw-Knox towers erected, the station is now conducting tests. Early engineering estimates show that the station's 5-10 millivolt contour will stretch out 30 to 40 miles more.

AS A PATRIOTIC gesture, Bulova Watch Co., Ltd., Toronto, is reminding Canadians several times daily following the usual Bulova time signal to buy War Savings Stamps. Account is handled by MacLaren Adv. Co. Ltd., Toronto.

Associated Plans Basketball Series

Total of 109 Games Placed By Coast Oil Sponsor

OFFERING a schedule of 109 intercollegiate basketball games to Pacific Coast listeners, Tide Water Associated Oil Co., San Francisco, is sponsoring the largest list of cage contests ever broadcast on the West Coast, according to Harold R. Deal, manager of advertising and sales promotion. The series started Dec. 17 and continues through to the final games of the Pacific Coast conference March 8. Account is placed through Lord & Thomas, San Francisco.

Mr. Deal

In the San Francisco area the schedule covers all home games of Stanford, California, Santa Clara, St. Mary's and the U of San Francisco. A list of 45 games will be broadcast, KQW, San Jose, and KROW, Oakland, dividing the schedule. Doug Montell and Martin Hill will do the play-by-play. In Southern California 23 games of the U of Southern California and the U of California at Los Angeles will be broadcast over KFWB, Los Angeles, by Frank Bull.

Ten home games of the U of Washington will be broadcast on KRSC, Seattle, by Ted Bell. A special network will be utilized for Pacific Northwest conference games in which Washington State, U of Idaho, Oregon State College, U of Washington and U of Oregon will be playing.

Sixteen games in which the U of Oregon will be at home in Eugene or in which Oregon State will be at home in Corvallis will be originated by KWJJ, Portland, Ore. Jack Shaw and Marshall Pengra will be heard on games originating in the Oregon area.

Home games of the U of Idaho at Moscow will be originated over KRLC, Lewiston, while games played on the home court of Washington State at Pullman will be originated by KFIO, Spokane.

Depending on the point of origination and the area to be served, special network facilities have been worked out whereby KRSC, KWJJ, KRLC and KFIO in the Pacific Northwest are linked.

WESTINGHOUSE service buttons, awarded for noteworthy dispatch of duties, were presented to 10 station employes at a Christmas Eve party by Maj. John A. Holman, general manager of KDKA, Pittsburgh. At the presentation around one of the dinner tables are (l to r) Ted Kenney, Carl Wyman, Herbert Irving, Joseph A. Baudino, Maj. Holman, Charles Bickerton, Howard Giles, G. Dare Fleck, Elvyn Sollie, Ward Landon. Joseph Honzo, the 10th recipient, was on duty at the time and is not in picture.

WHAT THIS MEANS TO
Newscasters!
★
Faster national and foreign news coverage.
★
Fuller regional news coverage.
★
Full day and night radio news coverage throughout the nation.
★
Full Sunday radio news coverage, nation-wide.
★
Availability, for the first time, to many stations of a news wire written and edited expressly for radio.
★
Availability, for the first time, to all stations of the 10 United Press Radio News Wire Features—spot-news bonuses United Press alone provides.
U.P.
UNITED PRESS
THE MODERN NEWS SERVICE

ADVERTISING PAGES REMOVED

President Approves Selection Of Kirby for Army Radio Post

NAB Public Relations Director to Serve During Crisis at Liaison to Handle Broadcasting

WITH APPROVAL of President Roosevelt, the War Department Jan. 7 announced the appointment of Edward M. Kirby, director of public relations of NAB, as expert in broadcasting for the Army on a "dollar-a-year" basis. In his new post, which he is expected to take over about Feb. 1, Mr. Kirby will handle radio liaison for the public relations branch of the Army, with emphasis on programming and morale-building work.

Mr. Kirby

Predicted by BROADCASTING several months ago [BROADCASTING, Oct. 15], the Kirby appointment will be for duration of the emergency. He will take a leave of absence from the NAB, and presumably will devote full time at the outset to the Army work. Later on, it is presumed, he will be in a position to divide his time between the trade association and the War Department headquarters in Washington.

Takes Oath

A graduate of Virginia Military Institute in 1926, as a second lieutenant, Mr. Kirby originally was slated for reinstatement in the Army reserve with rank of major. Subsequently, however, it was decided to create the post of civilian expert on the "dollar-a-year" basis, with a leave of absence from the NAB, remaining on its payroll. The NAB board approved this arrangement several weeks ago, upon recommendation of NAB president Neville Miller.

The notice of Secretary of War Stimson to Army Chief of Staff General George C. Marshall, reads as follows:

"Edward Montague Kirby is hereby appointed, with the approval of the President, as expert in the field of radio broadcasting at $1 per annum in the office of the Chief of Staff (second supplemental National Defense role), to take effect when he shall have entered duty, on which date he will take the oath of office prescribed by Section 1757 of the Revised Statutes of the United States.

"By order of the Secretary of War: John W. Martyn, administrative assistant."

Mr. Kirby took his oath of office Jan. 7. Because he is now assigned to the BMI-ASCAP music situation, he could not report for duty immediately. It is expected, however, that he will take over his new post prior to the end of January.

Mr. Kirby's work at the NAB, it is understood, will be divided among present members of the staff. Russell P. Place, counsel, will take over his functions as secretary of the Code Compliance Committee. Arthur Stringer, promotion director, will take over certain of the public relations functions, with C. E. Arney Jr., assistant to President Miller, supervising part of the public relations and Joe Miller, Labor Relations Director, taking over publicity and press contacts. Paul F. Peter, research director, also will assume portions of the work of the public relations department.

The precise organization of the new Radio Section of the Army has not been completed. Mr. Kirby will report to Lieut. Col. Ward H. Maris, chief of the public relations branch in the office of the Deputy Chief of Staff. At present there is a Radio & Pictorial Section. The units, however, will be separated, with Mr. Kirby assigned to radio.

Handling all radio liaison for the Department during the current period of non-involvement, the section will seek better coordination of relations with radio in fostering recruiting and in keeping the public informed. Program originations in army cantonments, writing of scripts for recruiting, and similar activities will be cleared through this unit. There is no censorship aspect involved. Such work, if any, would fall within the sphere of the military intelligence rather than the public relations branch.

Diverse Background

It is expected the Radio Section will have an enlarged staff of script writers, as well as contact officers in the various corps areas. Emphasis will be placed upon keeping conscripted "trainees" in touch with home activities and of maintaining public morale.

Mr. Kirby was selected because of his familiarity with broadcasting "shop" operations, as well as his military background. His work with the NAB during the last two years has brought him in intimate contact with religious, educational, civic and women's groups, as well as the public.

At 34 Mr. Kirby has been public relations director of NAB since its reorganization in 1938. Prior to that he was promotion manager of WSM, Nashville, and of its parent National Life and Accident Insurance Co. After graduation from VMI in 1926, he joined the staff of the *Baltimore Sun*, and went from that paper to advertising agency work in Nashville, joining C. P. Clark Inc. He is married and has a two-year old daughter.

Hams and WAR

THE War Department has announced that licensed radio amateurs will be given the opportunity of communicating with its network control station, WAR, at specified periods. The action was taken by Army communications officials to train amateurs in Army sending and receiving style. Frequencies used by WAR will be 4,025 and 13,320 kc.

Private Broadcasting in Time of War Is Advised as Aid to Morale of Public

TEMPERED to provide full voice for morale-building and military defense services, wartime needs of the nation can best be served through private operation of the country's broadcasting facilities. This thesis is developed in a treatise, *Controlling Broadcasting in Wartime—A Tentative Public Policy*, by Carl Joachim Friedrich, director of the Radiobroadcasting Research Project, conducted under a Rockefeller Foundation grant at Harvard U's Littauer Center, and Jeanette Sayre, his research associate.

The treatise, and another on *The Development of the Control of Advertising on the Air*, have been printed in booklet form prior to release in *Public Policy*, publication of the Harvard Graduate School of Public Administration.

Private Operation

According to the Friedrich's academic analysis of the broadcast situation during a time of wartime crisis, both the Government and the public could be served most satisfactorily under continuing private operation of radio facilities. Although there necessarily would be a bigger Government finger in the pie, possibly through wartime news restrictions and tightening of control over international broadcast activities, a cooperating private industry could at once maintain the Constitutional rights of freedom of expression and at the same time serve the government in the national defense effort, it was pointed out.

Dr. Friedrich cited four basic factors to be considered in determining how radio broadcasting should be operated and controlled during a war—military needs, with radio an important weapon in the equipment of armed forces; morale-building; national defense against espionage, sabotage and similar activities; the task of maintaining goodwill abroad, particularly in Latin America.

He also cited three major alternative suggestions for control—putting the entire industry under the armed forces; taking over all broadcasting activities into the Government leaving administration to a civilian director-general, as was done with railroads during World War I; leaving the general broadcasting business as is, but subjecting it to a measure of censorship, presumably under the Army censorship board, and commandeering as much time as may be required for government purposes. The article pointed out that although "the legislation now in force (Communications Act of 1934) leaves it entirely up to the President to go as far as he wishes", Congress "evidently recoiled from prejudging what might be the pros and cons of several alternative schemes".

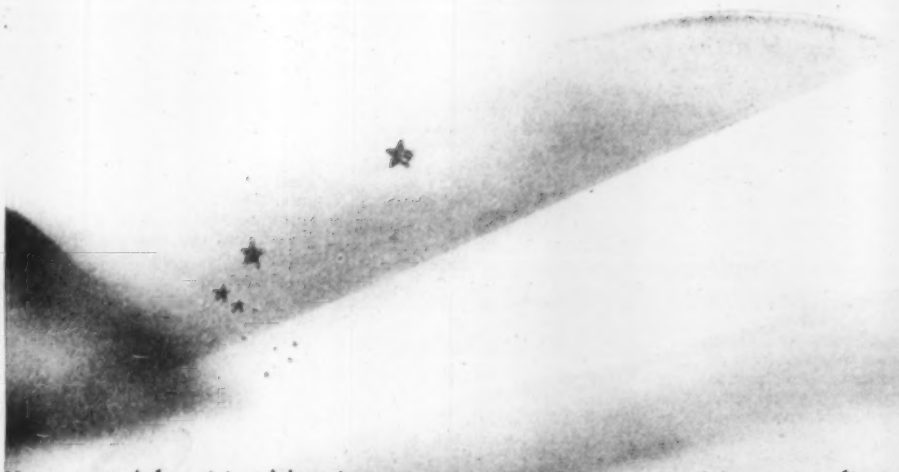
Life As Usual

"Listening to radio has become a major feature of our folkways," Dr. Friedrich commented. "Since morale depends in part upon maintaining as much as possible of the established everyday life, this certainly would suggest going on with broadcasting programs much in the accustomed manner. No doubt, ample time could and should be provided for the Government, national, state and local, to reach the citizen and inform him about what is going on. Who should develop these programs is another matter.

"It is more likely to prove convincing, Americans being what they are, if as much as possible in the way of educational and informational material can be presented through channels not obviously governmental in nature. In view of the fact that most radio programming is at present being paid for by advertisers, either directly or indirectly, there is no good reason why this large expense should be added to the Government's already crowded budgetary requirements. The extensive cooperation of station owners and advertisers with the Government in the present national defense effort points to the fact that in a national emergency broadcasters would go far in producing the 'morale-building' programs which the Government would otherwise have to originate itself."

CALL LETTERS assigned to recent new station grants are: WHLN, Harlan, Ky.; KSWO, Lawton, Okla.; WKRO, Cairo, Ill.; WRLC, Toccoa, Ga.; WMAW, Worcester, Mass.; KPOW, Powell, Wyo.

THOUGHTS of emerald-green fairways buzz through the head of A. E. Joscelyn, general manager of WBT, Charlotte, as he fondles the $150 worth of golf hooks and bag presented to him as a Christmas surprise by the WBT staff. Overwhelmed at the tribute, Golfer Joscelyn declared he was the proudest boss of the year.



Heaven, to Advertising Men, is not some nebulous, misty space . . . scattered with angel-wings and harps. Heaven is here . . . and now . . . *today*.

Heaven is where the *Dollars Grow*.

Heaven is where a myriad "Stars" shine so brightly, through day and night, that Sales drop down to the Business Man's lap like stardust flung by a million comets.

Heaven is where you can put your money . . . and *get returns* . . . not alone from your own star . . . but from all the blazing *skyful* of meteors selected by hundreds of other advertisers, just as determined to shine as you.

Heaven . . . in short . . . is the NBC RED NETWORK.

For the RED "Stars" have been filling the air-waves, day and night, since the first evening of radio. Even by day, their light won't grow dim. With *all 7 peak-popular daytime programs*...the programs women listen to most . . . the Red keeps drawing its listeners back. They are afraid of missing something they love.

By night, the air fairly crackles with "starlight" . . . with NBC RED's brilliant entertainers . . . musicians, comedians, newscasters, great actors . . . "names" with such glitter that NBC RED has 4 of the first 5 CAB rated evening programs . . . 6 out of the first 10 . . . 9 out of the first 15. Look at it another way. Of the first 15 leading nighttime programs, NBC RED has Nos. 1, 2, 4, 5, 8, 10, 11, 12, 15.

So naturally, from Sunday through Saturday . . . the nation keeps listening . . . keeps looking to RED as you'd search the Heavens to find the "Big Dipper." They *know* NBC RED has the comets . . . the starlight . . . that far-away outshine all other networks.

They listen . . . and golden stardust falls into your basket ("till" to you!) . . . The Stardust of Sales . . . not alone from *your* message . . . but from 14 *bright years* of prestige and distinction in all RED NETWORK programs.

This national audience naturally has great *confidence* in what the RED offers. They listen . . . they *buy*.

Here, indeed, is a Heaven for any advertiser. Why not take a piece, for yourself?

NATIONAL BROADCASTING COMPANY.
A Radio Corporation of America Service.

NBC
Red
NETWORK
THE NETWORK MOST PEOPLE LISTEN TO MOST

Canadians Study Convention Plans

CAB to Take Up Proposal to Name a Paid President

By JAMES MONTAGNES

DIRECTORS of the Canadian Assn. of Broadcasters will meet Jan. 19 at the Mount Royal Hotel, Montreal, to complete the agenda for the seventh annual CAB convention starting the following day. Most important first day item on the agenda is the question of appointing a permanent paid president.

It is understood some persons have been approached on their availability for the post, but their names could not be learned.

News Regulation

When the convention opens, broadcasters will have followed for nearly three weeks the new newscast regulations and will be in a position to air their views on this subject, the outstanding Dominion broadcasting controversy of the past year. Copyright problems and the entrance of BMI (Canada) into the Canadian picture will be discussed. Incidentally it is learned that Sidney Kaye, BMI counsel, is to be in Ottawa Feb. 12 for the Canadian Copyright Appeal Board hearings.

Among entertainments planned for the convention will be a pre-convention reception Jan. 19 at the Mount Royal Hotel by All-Canada Radio Facilities, following a meeting of all the stations represented by All-Canada.

Haskins Serial Extended

HASKINS BROS. & Co., Omaha (Spark soap) on Jan. 20 will increase to six the list of Midwestern stations carrying its transcribed *Sparks of Friendship* dramatic serial, five times a week. Stations are KSTP, St. Paul; WEAU, Eau Claire, Wis.; KRNT, Des Moines; WMT, Cedar Rapids; WNAX, Yankton; WOW, Omaha. The program is being transcribed by Photo & Sound, San Francisco. Agency is Sidney Garfinkel Adv. Agency, San Francisco.

NATIONAL Advertising Agency Network will hold its 10th annual convention at the Palmer House, Chicago, May 28-30.

All-Time Record in Annual Time Sales Registered in 1939 by Major Networks

WITH COMBINED time sales for the year near the hundred million dollar mark, the nationwide networks closed their books in 1940 registering the largest time sales in network history. Total CBS, NBC, and MBS grosses for the year amounted to a record-breaking $96,455,603, a gain of 16% over the 1939 cumulative total of $83,113,801.

Not only was a record established with the cumulative total for 1940, but in every month of 1940 each network showed an increase in time sales over the corresponding month of 1939. Ending the year strongly, time sales for December, the second best month of the year, were $9,306,845, up 14.5% from the $8,126,601 total for December 1939. Radio activities of the political parties in October swelled the billings for that month to the highest of the year, while the time sales in August were the lowest of any month in 1940.

Upward Trends

CBS led the year-end statistics with a cumulative total for 1940 of $41,025,549, an increase of 18.8% over $34,539,665, the corresponding figure for 1939, while CBS time sales for the month of December were $3,819,898. MBS continued its upward trend in time sales, ending 1940 with a cumulative total of $4,767,054, or 34.3% over the 1939 gross which was $3,329,782, while the billings for December amounted to $576,983.

In the best year of its history, NBC total time sales amounted to more than $50,000,000. NBC-Red billings of $39,955,332 for 1940 represented a gain of 9.2% over the $36,600,736 grossed in 1939, while the Red time sales for December were $3,786,901. NBC-Blue wound up the year with a cumulative total of $10,707,678, an increase of 23.9% over $8,643,618, the figure for 1939.

Blue billings for December amounted to $1,122,972, making the total NBC Blue and Red billings for the month $4,909,873. Cumulative NBC total for 1940 reached the peak of $50,663,000, surpassing the 1939 total of $45,244,354 by 12%.

Quite Alive

PAUL CONLAN, Hollywood writer of the NBC *Signal Carnival*, sponsored by Signal Oil Co. completely sound in body and limb, had a frantic time during Christmas week, trying to convince friends that published reports of his death, by a hit-and-run driver, were erroneous. The mistaken identity brought an embarrassing avalanche of consolation messages to Mrs. Conlan.

Gross Monthly Time Sales

	1940	% Gain over 1939	1939
NBC-Red			
Jan.	$3,496,393	8.9%	$3,211,161
Feb.	3,226,983	8.5	2,975,258
March	3,338,440	1.2	3,297,992
April	3,128,685	8.7	2,879,571
May	3,216,940	6.3	3,025,538
June	2,919,405	5.8	2,759,917
July	3,141,902	15.8	2,713,798
August	3,072,338	12.2	2,737,926
Sept.	3,132,005	13.9	2,750,688
Oct.	3,842,195	11.5	3,446,134
Nov.	3,653,135	7.4	3,402,370
Dec.	3,786,901	11.4	3,400,383
NBC-Blue			
Jan.	908,815	10.5	822,730
Feb.	905,101	17.0	773,437
March	965,904	10.7	872,860
April	912,833	34.0	681,413
May	817,682	20.9	676,564
June	722,695	16.1	622,487
July	688,586	20.8	569,757
August	665,924	15.9	574,644
Sept.	747,774	32.4	564,619
Oct.	1,203,499	55.7	773,119
Nov.	1,045,943	25.6	832,614
Dec.	1,122,972	27.7	879,365
CBS			
Jan.	3,575,946	34.2	2,674,057
Feb.	3,330,627	31.0	2,541,542
March	3,513,170	20.1	2,925,684
April	3,322,689	16.4	2,854,026
May	3,570,727	15.3	3,097,484
June	3,144,213	9.9	2,860,180
July	3,071,398	32.8	2,311,953
August	2,875,657	22.8	2,341,636
Sept.	3,109,863	21.3	2,563,132
Oct.	4,001,492	18.9	3,366,654
Nov.	3,689,778	6.2	3,474,163
Dec.	3,819,989	8.2	3,529,154
MBS			
Jan.	317,729	0.8	315,078
Feb.	337,649	22.1	276,605
March	390,813	27.3	306,976
April	363,468	38.4	262,626
May	323,186	37.2	234,764
June	299,478	31.2	228,186
July	235,182	8.6	216,853
August	227,865	10.9	205,410
Sept.	283,463	34.6	210,589
Oct.	784,676	83.0	428,221
Nov.	627,562	91.9	327,045
Dec.	576,983	81.6	317,699

KVSO, Ardmore, Okla., on Jan. 1 joined the Oklahoma Network, the same date it joined NBC-Blue along with KADA, Ada; KCRC, Enid; KBIX, Muskogee; KTOK, Oklahoma City; KGFF, Shawnee; KOME, Tulsa.

THEY held a staff party recently at KOA, Denver, and 51 gathered in the Client's Audition Room to join the festivities. The KOAns abandoned their fun long enough to get a photo taken for posterity. In the second row center is Manager Lloyd E. Yoder, who is smiling with satisfaction as he fetes the staff.

Few Continuities Disputed by FTC

Minor Proportion Set Aside For Further Investigation

A DECLINE in questionable claims in radio advertising is indicated in a comparison of 1939 and 1940 figures on the advertising studios of the Radio & Periodical Division of the Federal Trade Commission.

During the last half of the 1940 calendar year the Division examined 402,434 commercial continuities obtained from broadcast stations and networks, of which only 10,260 were marked for further investigation, the FCC stated Jan. 10 to BROADCASTING. During the comparable period ending Dec. 31, 1939, 328,127 continuities were examined and 10,508 set aside for further scrutiny, it was stated.

Scripts Surveyed

These figures relate only to the initiation of inquiry and do not necessarily represent any final adverse action by the FTC, PGad B. Morehouse, director of the Radio & Periodical Division, explained. Actual FTC proceedings on basis of the cited continuities probably run well under this figure. In these studies the FTC takes the position that it is not dictating what an advertiser shall say, but rather indicating what he may not say under the law.

Statistics on the Division's continuous survey of published and broadcast advertising matter, for the fiscal year running from July 1, 1939, to June 30, 1940, were presented in detail Jan. 3 in the annual report of the FTC. According to the report, the Radio & Periodical Division during the fiscal year received 759,595 copies of commercial radio continuities, including transcriptions, comprising 1,072,537 pages of individual station script and 445,700 pages of network script. The Division's staff read and marked 684,911 continuities, of which 22,556 were marked for further study "as containing representations that might be false or misleading", the report stated.

An analysis of all advertising cited as questionable shows that food, drugs, devices and cosmetics accounted for 59.7% of the cases given legal review during the fiscal year—drugs accounting for 33.4%, food 11.2%, cosmetics 12.8%, devices 2.3%. Other products classified were: Specialty and novelty goods, 11.2%; automobile, radio, refrigerator and other equipment lines, 4.9%; home study courses, 2.8%; tobacco products, 1.2%; gasoline and lubricants, 1.6%; poultry and livestock supplies and equipment, 2%; miscellaneous, 16.6%. According to the report, 743 radio and periodical cases were pending July 1, 1939, and 979 on June 30, 1940.

Molly's Line Preferred

"TAIN'T FUNNY, McGee," punch line of the *Fibber McGee & Molly* program, was tabbed the most popular expression of the past year in a survey taken among the 50,000 youthful members of the Police Athletic League of Greater New York by the officials of the boys' recreational club to find the most used catch phrases of the past 12 months.

WESTINGHOUSE RADIO STATIONS
1619 WALNUT STREET · PHILADELPHIA

January 7, 1941

Mr. Sol Taishoff, Editor
BROADCASTING
National Press Building
Washington, D. C.

Dear Sol:

I shouldn't like to let the occasion of your "going weekly" pass without extending my personal congratulations and those of the entire Westinghouse Radio Stations personnel.

Seeing your magazine take this big step forward makes me realize once again that this radio business moves with Paul Bunyan strides. It seems but a few years ago that Westinghouse was fussing around with crude, experimental tubes and antennas. Then came KDKA and a myriad of radio stations throughout the country. Our own group grew, with KYW in Philadelphia, WBZ & WBZA in Boston and Springfield, and WOWO-WGL in Fort Wayne, not to mention the short wave department.

Fortunately, Sol, the radio industry has grown two ways — in size and in quality. I like to think that you and all of us have played a part in that growth. I hope we shall continue to carry our share of the responsibility for better radio — and carry it well.

Once again, our heartiest congratulations to you and your staff for a bigger and better BROADCASTING!

Sincerely yours,

Walter Evans

Walter Evans
Vice President

WE:EL

WESTINGHOUSE - THE OLDEST NAME IN BROADCASTING

Las Vegas Group Abandons Permit

Two in One Town Too Many; 76 New Grants Last Year

ANOTHER of the new stations authorized during 1940 "gave up the ghost" in early January because of a conviction on the part of the construction permit holders that it would not be economically feasible to build and operate it. The station is KFUN, Las Vegas, Nev., for which a CP for 100 watts night and 250 day on 1420 kc. was issued by the FCC last June 5, the same day the Commission granted a station of similar power in the same community—KENO on 1370 kc.

The Las Vegas Broadcasting Co. Inc., of which Ernest Thwaites Jr. was chief stockholder, voluntarily surrendered the construction permit and informed the Commission that it was "no use" to install the station since the community could not support two outlets. KENO, owned by a partnership consisting of Maxwell Kelch, George Penn Foster and Calvert Charles Applegate, got a head start on KFUN by going on the air last September.

This is the second instance during the last year of two new locals being authorized in the same small community under the new "survival of the fittest" theory of Commission grants expounded in the Sanders-Dubuque case, with one surrendering its CP because of believed inability to stand the economic strain. The other case involved two new local stations in Salisbury, Md. granted April 13. One (WBOC) went on the air in September, and the other (WMVD) gave up and turned in its permit [BROADCASTING, June 1, 1940].

Two More On The Air

With the surrender of the KFUN construction permit, the total number of new station grants during 1940 was 76, still a record [see Jan. 1 BROADCASTING for complete list]. Of these, 35 were already in operation by Jan. 1, 1941, two more having gone on the air as the year drew to an end—WTCM, Traverse City, Mich., and KODL, The Dalles, Ore.

WTCM operates with 250 watts on 1370 kc. Its officers and stockholders are Lester E. Biederman, chief engineer of WTEL, Philadelphia, president, 30%; William H. Kiker Jr., also of the WTEL technical staff, vice-president, 16½%; Drew McClay, WTEL operator, secretary-treasurer, 15%; Fred H. Zierle, Philadelphia, 16½%; Edward S. Biederman, Detroit, 22%.

KODL operates with 100 watts night and 250 day on 1200 kc. President and 50% stockholder is V. B. Kenworthy, formerly with KSLM, Salem, Ore. T. M. Hicks, president of the Salem Abstract Co., and Eva O. Hicks each owns 25% of the stock.

Radio's Young Men Honored

FULTON LEWIS jr., MBS Washington commentator, Bing Crosby and Arch Oboler, the radio playwright, are listed among the 10 Outstanding Young Men of 1940 picked by Durward Howe, editor of the biographical dictionary *American's Young Men*. Others named were Rep. Martin Dies, Jack Frye, Dr. Guy G. Suits, Col. Charles Lindbergh, Mark Stanley, Oren Root and Dr. George Gallup.

LOAN FIRM ON SIX DAYS A WEEK

Third Largest Association in Country Finds Radio Brings Customers and Builds Good-Will

RADIO advertising as described and analyzed in a five-panel exhibit that also carried newspaper, magazine, farm journal and other forms of promotion, helped the Minnesota Federal Savings & Loan Assn., Minneapolis and St. Paul, capture first prize for the second successful year in the nationwide advertising contest of the United States Savings & Loan League at its 48th annual convention held in Chicago recently.

The prize, a bronze trophy, was in the Group I competition among the largest associations ($8,000,000 or more) in the country. Minnesota Federal, third largest Federal association in America, has assets of more than $20,000,000.

Six Days a Week

Two radio programs, covering six days each week, are on the air regularly for Minnesota Federal. Saturday is the only day the association is off the air. The advertising panel shows actual script in use on the two shows, talent appearing in the programs, pictures of studio audiences attracted to the broadcasts, and graphs in color showing pattern and contents of each program.

One of the programs, *For the Ladies*, is presented Monday through Friday. It is a 15-minute spot at 1:45 p.m. with Mary Proal Lindeke interviewing guests, or handling the entire program as a commentator. The station is WTCN.

Three days a week it originates in the women's lounge in the home office of Minnesota Federal in St. Paul. The other two days of the week it comes from a special studio in the Young-Quinlan Department store in Minneapolis. There is a studio audience for each broadcast, frequently the hostess carrying not only a "Quiet Please" sign, but also one reading "Standing Room Only".

Minnesota Federal also is the Twin Cities sponsor of *The Show of the Week*, a Sunday MBS program out of New York City. It has been presented on WLOL since Sept. 29. The local participation comes via the commercials drifted in by the local announcer over faded instrumental numbers.

Easy Commercials

Minnesota Federal's commercials are noted for their brevity. In *For the Ladies* there are only two announcements, one at the opening, the other at the close. The opening announcement identifies the program, tells who the sponsor is, and introduces Mary Proal Lindeke. There is no "middle" commercial. The closing announcement carries the slogan of Minnesota Federal, any special or timely word from the sponsors, and states when the next program will be presented. The total time required for both opening and closing is not more than 1 minute, 30 seconds. The program has been on the air more than two years.

In *The Show of the Week*, the opening local announcement, 30 seconds in length, is for identification purposes only. There are two inside commercials, each about 75 seconds long. The closing is 30 seconds. The total time consumed by the local announcer is not more than 3 minutes 30 seconds.

In addition to building popularity and good-will, the "results" score card shows that 243 accounts (savings funds) totaling $139,271 have been specifically credited to radio during the past 12 months.

The figures were supplied by Vern C. Soash, savings department manager of Minnesota Federal, under whose direction the display was prepared for exhibition. The five-panel exhibit after showings in Chicago, St. Paul and in Minneapolis (the second week in December), will be available for display elsewhere. Minnesota Federal radio is placed by Luther Weaver & Associates, Twin Cities agency specializing in radio.

RAYMOND GRAM SWING, MBS commentator, has signed an agreement with Columbia News Service to write a weekly 1,000-word column to be syndicated throughout the British Empire and South America.

FLYING HIGH aboard a TWA plane en route from New York to Chicago recently, Raymond Gram Swing hauled out his typewriter to turn out one of his White Owl Cigar and MBS news commentaries.

'Pot o' Gold' Program For New York Is Begun

LEWIS-HOWE Co., St. Louis (Tums), on Jan. 8 started a New York City *Pot o' Gold* program, broadcast simultaneously on three New York stations, WHN, WMCA, and WNEW. Program, which is heard Wednesdays at 8:30-9 p.m., and features Tommy Tucker's orchestra with Rush Hughes as m.c., originates from the studios of WMCA and is piped to the other two stations.

Decision to present a New York *Pot o' Gold* program, patterned after the sponsor's network show of the same name broadcast Thursdays on the NBC-Blue, was based on the large concentration of telephones in the metropolitan area and the relatively few winners from the area on the network program. Stack-Goble, New York, is agency.

IRNA Continues Active, Favors Monopoly Brief

THAT Independent Radio Network Affiliates is a going concern, and suffered no adverse effects from the position taken in the FCC network monopoly investigation by vigorously denouncing the FCC Committee's report, was reflected in an announcement Jan. 2 by the organization to its membership.

During 1940, 113 stations paid into IRNA a total of nearly $8,000 in dues, with the organization at present having a balance of upwards of $5,000. Replies received from a substantial majority of these stations approved the IRNA position on the monopoly report and only one station has sent in a formal resignation from IRNA, based on the brief filed with the FCC, it was reported.

The IRNA executive committee, in meetings in New York last month, unanimously approved the briefs and arguments presented for IRNA at the FCC by Paul M. Segal, counsel, and Samuel R. Rosenbaum, IRNA chairman.

Bunte Renews

BUNTE BROTHERS, Chicago (Candy), on Dec. 30 renewed for 13 weeks its varying schedule of news, participations, spots, sports and local shows on eight stations. Stations are WBBM, Chicago; WHO, Des Moines; WJR, Detroit; KMBC, Kansas City; KSD, St. Louis; KFAB, Lincoln, Neb.; KOIL, Omaha; WLW, Cincinnati. Firm has added a 13-week test campaign of six announcements weekly on XEAW, Reynosa, Mexico. Presba, Fellers & Presba, Chicago, placed the business.

Land O'Lakes Series

LAND O'LAKES CREAMERIES, Minneapolis (dairy products), former user of transcribed radio programs, on Jan. 15 starts a thrice-weekly ten-minute program featuring Edgar A. Guest, poet-philosopher and Eddie Howard, singer, on 20 NBC-Blue stations. Contract is for 39 weeks. Agency is Campbell-Mithun, Minneapolis.

THE BMI HIT, "Practice Makes Perfect," has been adopted by a Los Angeles trade school, which plays the tune regularly on its loudspeaker and uses the title as the school motto.

GOES TO 50,000 WATTS

...selects Westinghouse 50-HG for fidelity, economy and reliability of transmission

Soon ten million listeners, from Maine to South Carolina, will be within range of Station WKBW. Present listeners in the densely populated area of Western New York, Western Pennsylvania, and Eastern Ohio, will welcome the increased signal strength, the new high quality of transmission.

WITH THESE OPERATING ADVANTAGES:

- Air-cooled tubes in all stages.
- Extremely low operating costs.
- Metal rectifiers throughout, except main high voltage rectifier.
- Inductive neutralization of the power amplifier.
- Equalized feedback.
- Compressed gas condensers.
- Complete elimination of fuses.
- Spare rectifier tube at operating temperature.
- Ease of adjustment.
- Unit construction throughout.
- Full automatic control.
- Relatively low plate voltages.
- Conservative operation of all tubes.

National and local advertisers, alike, will welcome the added power of this Buffalo station.

This is the third station receiving a 50-kw construction permit since January 1, 1940, which has selected the *Westinghouse 50-HG* Transmitter. Only *four* such construction permits were granted in this period.

That these three stations have each chosen the Westinghouse Transmitter is more than a coincidence. For here is a transmitter that is the last word—in economy, convenience of operation, fidelity and reliability.

This transmitter is designed on the basis of experience gained in actually operating radio stations—Westinghouse owns and operates the first, as well as several of the most powerful, radio broadcasting stations.

It is built by craftsmen who have been manufacturing radio equipment since the earliest days of broadcasting.

It is backed by the ONLY company that manufactures, under its own name and own responsibility, ALL equipment needed for complete radio transmitting station operation.

J-08031

Broadcast Equipment

White Pondering Inquiry Proposal

Tobey Reintroduces Proposal For Senate Investigation

CONTINUING Congressional sentiment looking toward an investigation of the FCC and the radio industry became evident Jan. 6—second day of the 77th Congress—when Senator Tobey (R-N.H.) introduced a counterpart of his August, 1939, resolution calling for a far-reaching radio study by the Senate Interstate Commerce Committee [BROADCASTING, Sept. 1, 1939]. In another Senate quarter, although Senator White (R-Me.) has been engrossed in a legislative study of communications, he does not expect to introduce a resolution for a thorough-going investigation of the communications regulatory scene in the immediate future.

Senator White told BROADCASTING, Jan. 9 that emergency legislative matters probably would make it desirable for him to forego prompt introduction of his proposed bill [BROADCASTING, Jan. 1]. Senator White plans to confer with Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, in which radio legislation originates, prior to introducing his resolution, now in preliminary draft form.

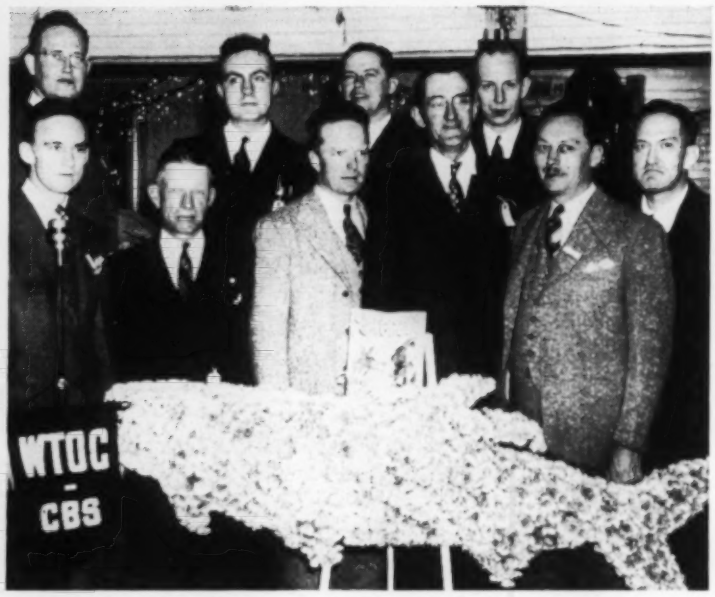
Ponders Resolution

Senator White has in mind a resolution calling for a "fact finding study" of communications regulation, with emphasis on broadcasting aspects. He was impelled to proceed in this way because of the FCC's two-year-old inquiry into network monopoly aspects of broadcasting and because of the apparent effort of an FCC majority to invade business phases of broadcasting in a manner presumably not contemplated by the Communications Act of 1934.

The Tobey resolution provides authorization to the Interstate Commerce Committee for "a full and complete investigation" covering monopoly in broadcasting or radio manufacture, sale and distribution; administration by the FCC of the Communications Act of 1934; licensees' operations; contracts; alleged lobbying activities by radio interests. A maximum of $25,000 is provided for expenses of the committee's hearings, which could be held "during the sessions, recesses, and adjourned periods of the 77th and succeeding Congresses."

With supplementary briefs already filed with the Commission on the network monopoly investigation, that inquiry enters its final phases. Oral arguments were held before the FCC Dec. 2-3, terminating the final hearing phase of the proceedings which got underway in 1938. Because of questions which arose regarding the jurisdiction of the FCC, respondents were permitted to file supplementary briefs on Dec. 2.

Unless Congress launches an investigation of the character envisaged by Senator White or Senator Tobey, it is presumed the FCC will proceed with drafting of its final report, to be made to Congress.



FISH made of flowers decorated the *Old Salt's* Fish Fry held by WTOC, Savannah, Ga., with 500 sportsmen and civic leaders present. Gathered around the floral gem are: Front row (l to r), Windy Herrin, sports announcer; Rep. Frank A. McNall; Rep. Hugh Peterson; Secretary of State John B. Wilson; E. M. Lipscomb, *Old Salt* script writer; W. T. Knight Jr., WTOC president: in back row, Ben Williams, the Old Salt; Bill Smart, production manager; Charles N. Elliott, Georgia wild life director; Fred Pfahler, program director.

WHEELER SEEKING SPEECH TIME DATA

AN INDICATION that Senator Wheeler (D-Mont.), of the Interstate Commerce Committee, again is inquiring into the question of giving equal facilities to opposing speakers on controversial issues was given Jan. 7 with the dispatching of a letter by the Senator to President Niles Trammell of NBC.

Asking Mr. Trammell for detailed information on the number of stations, their location and power, which carried his Dec. 30 speech on the war situation, Senator Wheeler observed that the response to his address had been "very large". In the past, the Senator has criticized the networks for failure to provide networks of equivalent size for opposing speakers on controversial issues.

The Senator advised Mr. Trammell that his office had received over 50,000 communications on his address, 93% of which were favorable to the position he took.

RCA Records in New York

FOR THE first time in its three-year history, *The Music You Want* program, sponsored by RCA Mfg. Co., Camden, for Victor records, entered the New York city area with a five times weekly late evening spot on WEAF, New York, preceded by a quarter-hour newscast, also sponsored by RCA. The news program is handled by Ben Grauer, the "RCA Overseas Reporter," giving the latest news on international developments.

RAY O'DAY, singing salesman of WAAF, Chicago, on Jan. 24 will make a guest appearance on the CBS *Al Pearce* show.

More Corn

EXPANDED from the station's Studio A to the lobby of Hotel Fort Des Moines, the fourth annual WHO Corn Festival, conducted by WHO, Des Moines, drew 791 entries from 166 exhibitors this year, with 11 States and Ontario, Canada, represented. Don Radda, farmer of Washington, Ia., won sweepstakes honors with 150 points, among other items exhibiting the longest ear of corn in the Festival—16⅝ inches. Radda also was winner of WHO's tall corn contest last summer, with a stalk 19 feet 8⅝ inches high.

FCC REQUESTS DATA

Time-Sales Figures Must Be Sent by Jan. 15

TO ENABLE it to gauge 1940 time sales for the broadcasting industry, the FCC has dispatched to all stations a single sheet questionnaire covering analysis of station broadcast revenues. The schedule must be executed and signed in duplicate with the FCC as soon as practicable. The Commission requested all responses not later than Jan. 15.

The schedule, a part of the FCC's annual financial analysis of the Broadcasting industry, is sent out in advance of the all-inclusive questionnaire. Each standard broadcast station is asked to file a separate return as of the close of business Dec. 31, irrespective of group ownership or operation. Stations whose total revenues for the year was less than $25,000 are required only to insert the total amount of revenue for the year, rather than a breakdown.

Mile O' Dimes Campaign Includes 48 Stations In All Parts of Nation

FORTY-EIGHT stations, from New York to San Francisco, up to Jan. 10 had signified their intention of sponsoring "Mile O' Dimes" campaigns in connection with the celebration of the President's Birthday for the National Foundation for Infantile Paralysis, according to Charles C. Barry, director of the "Mile O' Dimes" section of the drive.

Barry, on leave of absence as night supervisor of NBC in Washington, has been on tour for the last two months arranging details for radio participation in the drive. Barry was selected by George Allen, former District Commissioner and now national chairman of "Mile O' Dimes", after he had successfully directed two similar campaigns for the Washington NBC stations, WRC-WMAL.

The cities, stations and station directors of the campaign, where designated, follow:

Chicago—WENR, WLS, WMAQ; Harry Kopf.
St. Louis—KMOX; Merle S. Jones.
Tulsa—KTUL; William C. Gillespie.
Oklahoma City—KOMA; Neal Barrett.
Denver—KOA; Don F. Martin.
Jersey City—WATT; Walter Kelly.
New York—WEAF, WJZ; Clay Morgan.
Pittsburgh — KDKA, WCAE, WWSW, KQV, WJAS.
Toledo—WSPD.
Columbus—WCOL, WBNS, WHKC.
Cleveland—WHK, WCLE; H. K. Carpenter.
Hartford—WTIC; J. F. Clancy.
Detroit—WXYZ; H. Allen Campbell.
Jackson, Miss.—WJDX; Wiley P. Harris.
Fargo—WDAY.
Philadelphia — KYW, WCAU, WIP, WDAS, WHAT, WPEN, WTEL, WIBG.
Richmond, Va.—WMBG.
Shreveport—KRMD, KTBS, KWKH.
New Orleans—WDSU, WWL, WSMB, WNOE, WJBW.
Baltimore—WBAL; Harold Burke.
San Francisco—KGO, KPO; A. E. Nelson.
Washington—WRC-WMAL; Carleton D. Smith.
Milwaukee—WTMJ; L. W. Herzog.

Winton Brothers to Buy 48% WLOL Interest

A DEAL was completed Dec. 30, subject to FCC approval, for Charles and David Winton, owners of the Winton Lumber Co., Minneapolis, to purchase the 48% of stock held by Fred Ossanna, Minneapolis attorney, in WLOL, Minneapolis outlet operating fulltime on 1300 kc. using 1,000 watts. Judge John P. Devaney retains the remaining 52% of stock. Edward P. Shurick, manager of the station since its inception June 17, 1940, remains in that capacity. Setup of the organization now has Charles Winton, president; John P. Devaney, vice-president; David Winton, secretary-treasurer. The station is MBS affiliate and key outlet of the regional network, North Central Broadcasting System. It first went on the air June 17, 1940.

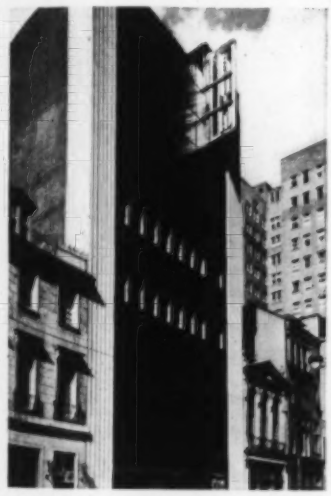
PRESIDENT ROOSEVELT'S fifteenth fireside chat of Dec. 29 enjoyed a rating of 59, according to C. E. Hooper Inc. Based on this rating, it is estimated 16,500,000 families, or about 50,000,000 persons in the United States, heard the talk, the largest audience ever reported by Hooper.

NBC NAT'L SPOT and LOCAL SALES HIT FIVE MILLION PLUS FOR 1940

KYW Goes 50,000 Watts January 16, Serving 1,000,000 Extra Listeners

GREAT NEWS to advertisers is the announcement that Philadelphia's KYW, beginning January 16th, will join the Family of "Big Time" stations operating on 50,000 watts!

This tremendous step-up in power, according to current estimates, will increase the station's area to such a degree that its service will reach at least one million additional listeners in Philadelphia.



KYW is one of the 17 "Vital Spot" stations which carry NBC Spot Sales service to 11 major money-markets.

WEAF's New Giant-Size Vocal Chords Startle Metropolis

New Signal on NBC RED's Key Station Wakes City With Voice Two to Ten Times as Strong

ON THE MORNING of November 8th, numerous astonished metropolitan families—many of whom leave their radios tuned at night, ready to catch the early-morning broadcasts—woke with a start to hear a giant-size voice booming through their apartments.

These families had not known that, during the night, WEAF's "voice had changed" . . . become *twice* as strong in Brooklyn . . . *four times* as strong in Queens . . . *ten times* as strong in the heart of Manhattan and throughout Northern New Jersey.

Naturally, they were amazed. That morning, and practically every day since, NBC has heard constant delighted comments from radio fans, tired of struggling with static, that WEAF now comes in so clear and strong it fairly knocks people out of their chairs . . . stronger than any metropolitan station.

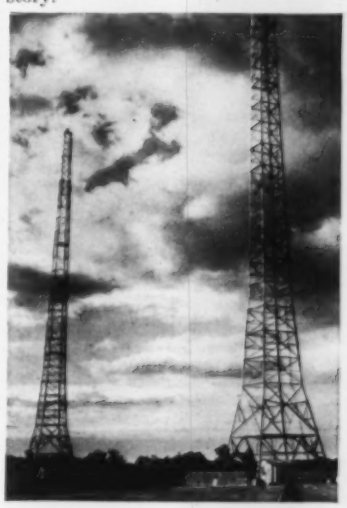
Typical of NBC's science and service is the research that went into this powerful improvement.

First—the distance between the WEAF transmitter site and the center of New York City has been cut almost in half.

Second—WEAF's new signal is now conducted in over the "salt water way" of Long Island Sound . . . and salt water is acknowledged the finest conductor for radio signals in the world.

Third—every latest technical improvement developed by RCA and NBC engineers has been incorporated in WEAF's new equipment, giving this 50,000-watt, Class 1A, clear-channel station an efficiency . . . and a reception-appeal . . . unparalleled in radio history.

Again, NBC RED gives to all advertisers the clearest, most vital, most forceful voice for telling the public their sales story.



McConnell Announces New High Established by Spot Division; Volume Goes Over $5,000,000

NBC NATIONAL Spot and Local Sales Department succeeded in bounding up to a new peak in dollar volume for 1940, as shown in figures just released by Manager James V. McConnell.

Time sales booked, as of December 1st, totalled well above five million dollars; additional business in the making as of that date indicated a still higher total before the end of the year.

Increase of Nearly 30%

The gain of some thirty per cent over 1939 indicates the ever-increasing use of NBC's seventeen Vital Spot stations in eleven strategic markets. Many clients have increased their billings greatly or have added more NBC stations to their schedules. In addition, numerous new clients have selected these station outlets for their message during the past year, McConnell reports.

Service Highly Improved

He also called attention to the reorganization work which has been accomplished during the last several months. Improved sales service and station facilities have been completed in a number of important points, which will make it possible to handle business with increasing efficiency during 1941. Advertisers, he pointed out, have long recognized the great public service rendered by these well-programmed, strategically located stations, a service which will be considerably amplified during the coming year.

Looking to the year ahead and the business already anticipated, it is expected that volume will continue to establish increasing gains for each quarter of the new year.

Ground Broken for NBC's New $1,000,000 Studio

NBC President, Niles Trammell, Wires Nelson, San Francisco "Go Dig In"

ON NOVEMBER 11th, Al Nelson, Assistant Vice-President and General Manager of Stations KGO and KPO, received a wire from President Niles Trammell of NBC that recommendations for the new NBC million-dollar studio in San Francisco had been approved by the Board.

On November 14th—just three days later—state and county officials, and thousands of interested San Franciscans, saw ground breaking ceremonies begun at a signal from Mr. Trammell who sounded the familiar NBC chimes, after a brief talk direct from New York City.

At Mr. Trammell's command "Dig In," everyone who could be spared from the studios dug in with long-handled shovels provided by the contractors. Twelve of the girls were dressed in red and white striped overalls with white blouses and white caps adding considerable color to the event.

Dedication of the new structure is scheduled to take place in August, 1941.

From that time on these San Francisco listener preferred stations will deliver an even greater service to the public and advertisers alike.

WGY, Schenectady, Reports Year's End Will Reveal High Sales Gains

GENERAL ELECTRIC Station WGY, Schenectady, has been operated by the General Electric Company's own staff since October 1st, 1940. According to Mr. Kolin Hager, WGY Station Manager, a strong sales and promotion campaign has resulted in a number of new accounts and gross time sales should show one of the highest percentage increases in the station's history.

Mr. Hager was manager of the station under NBC management and has continued in that capacity under the G-E banner. The station is exclusively represented by NBC National Spot Sales.

WRC to Operate at 5,000 Watts Day and Night

WILLIAM S. HEDGES, Vice-President in charge of the Stations Department for the National Broadcasting Company, announced this week that WRC, Washington, would operate at 5000 watts day and night in about six weeks.

Kenneth Berkeley, Manager, and John Dodge, Sales Manager, are completing plans to back up this power increase with a promotional story, indicating concisely the plus coverage which will be enjoyed by WRC advertisers coincident with the additional power. WRC's increased power is also of importance from the standpoint of national defense, since it is located not only in the nation's capital, but also in the headquarters of the Army and Navy.

It is expected that Station WMAL will also operate at 5000 watts day and night as soon as plans can be completed.

AS AMERICA

a great

KWK

is now the exclusive affiliate

IN ST. LOUIS

of the

MUTUAL BROADCASTING SYSTEM

Represented Nationally by P[illegible]H

LISTENS...
network grows

Six years ago a four station hook up was the scope of the Mutual Broadcasting System. Today—Mutual is a Coast-to-Coast Network of 168 representative stations.

At the beginning of 1941 MBS reviews 1940, the greatest year in its history, during which MBS added 50 new affiliates; carried 1848 special events of national importance and showed a 40% increase in gross revenue.

The continued growth and development of MBS is assured. The reasons for this are to be found in the Mutual station contract. Here is a Network which *inherently* raises its affiliated stations to its own level.

Basically, listeners account for the growth of any broadcasting operation. That St. Louis KWK can contribute its part, in a great American Market, has long since been established. Advertisers know this—their present commitments indicate a larger volume for KWK in 1941 than in any previous year.

ST. LOUIS KWK
Thomas Patrick, Inc.
HOTEL CHASE—ST. LOUIS

PH. RAYMER COMPANY »»» *New York—Chicago—San Francisco*

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Curve: E by NE

KEY TO RADIO's impregnable stand against competing media has been one factor—progress. Year by year radio has acquired more listeners, along with more sponsors who spend more money. The year 1940 was no exception.

Absolutely unbiased figures compiled by the Cooperative Analysis of Broadcasting (CAB), Crossley-operated statistical service financed by the Association of National Advertisers and the American Assn. of Advertising Agencies, reveal that the amount of listening increased again last year. Since September, 1939, the number of sets in use has been increasing, reaching a peak last April.

All-time high for an average weekday offers another interesting figure—76.9% of all radio homes contacted had their radios operating.

On another page in this issue Al Lehman, radio and statistical expert of the ANA, analyzes the findings obtained in more than a million phone calls. He takes the data apart and outlines trends in all phases of listening and programming.

A program trend that will interest broadcasters is the quick decline in popularity of the $1,000-every-Thursday *Pot o' Gold*. In the space of a year this program, with its appeal to the acquisitive emotions, has dropped from 10th to 57th place in popularity. To those who would attract a following by sheer merit rather than prize inducements, this trend will be discerned with satisfaction.

Defense Blueprint

BY PRESIDENTIAL proclamation, a Defense Communications Board was created last September, composed of five high-ranking Government officials named to coordinate communications, broadcasting included, to meet national defense requirements. That board drafted a comprehensive plan and called upon all segments of the communications industry, voluntarily and at their own expense, to pitch in for first effort in history toward mobilization of the nation's communications.

If any proof were needed of industry response, it came Jan. 6 at the initial session called by the board. Fifteen committees had been named, representing Government, industry and labor. When Chairman Fly called the meeting to order, there were 225-odd present, or about double the number expected. Committee members had brought along advisors and experts as their alternates. The top men themselves showed up and heartily pitched into the job.

The spirit and the energy of the voluntary workers was applauded by the DCB. It was proof sufficient that men in private industry, who may be vigorous competitors in normal times, can forget business differences and sit around the table for the good of the nation. There is much work to be done. Some of the plans to be evolved may be repugnant to the philosophies of the callous, hard-bitten businessmen serving on these committees. It is a safe guess, however, that they will forsake all thought of immediate benefit for their own companies and operations in the interest of the nation's well-being in an hour of need.

Good men have been selected for all of the committee functions—the best the particular industries have to offer. They will give of their time and energy as the exigencies demand. Both the domestic broadcast and the international broadcast committees are admirably staffed, representing cross-sections of all phases of Government and industry. It will be their task to help the DCB blueprint radio's role in preparing for the worst. And that role does not connote Government commandeering of broadcasting but industry collaboration with Government.

It may not be "business as usual" but it will be Radio by the American plan. The President and his aides already have recognized this as the desirable course, not only for reasons of public morale but also because it is the obvious economic answer. The taxpayer cannot be expected to foot the radio programming bill in these days when the tax burden is destined to increase to a new all-time high.

There are many voluntary moves which broadcasting, as an industry, can undertake to ease the immediate burden. For example, we are informed that concern is being evinced over reporting of ship movements by stations along the coasts—a regular program feature. It is thought such data can be picked up by belligerent raiders or submarines, particularly from clear channel stations, on the over-water haul. The proper move would be for stations carrying such features immediately to eliminate them, or to become more circumspect in their handling. It isn't censorship—just good judgment.

From now on the war situation seems destined to become more intense almost daily. Radio will cooperate. It will sacrifice whenever the need exists. It asks no privileged status or special treatment.

The Radio Arm

THE MEANING of total war, the invention of ruthless dictators, is only too well realized throughout what remains of the civilized world. Radio more than any other medium has carried warnings of the horrors of modern warfare to the fireside.

For radio, the story now is brought appallingly closer home. Nazi planes several times have bombed Broadcasting House in London. Seven persons—all presumably employes of BBC—were killed in one of the bombings of the British Empire's radio nerve-center. Reports from London reveal that at the time of the first hit, a news broadcast was in progress. Millions of listeners heard the explosion. But the newscaster, with hardly a break, carried on. He did not mention the hit, and he did not deviate from his prepared script.

That instant a new tradition in radio was born. It was not prearranged; it just happened. Like the captain of a foundering ship, the announcer stayed on the job. He had the air, and he meant to keep it until his task was finished or an act of God intervened. The men riding the gains stuck to their posts. Had the announcer indicated alarm, or the engineer pulled the plug, the audience might have been terrorized.

To broadcasters the world over the bombing of Broadcasting House carries a message of deepest significance. The broadcasting station, in modern warfare, is a military objective. And the broadcaster, from apprentice announcer to general manager, is an arm of the military establishment, no less responsible for the public welfare than the man in uniform.

We Go Weekly

WITH THIS ISSUE, BROADCASTING begins publication as a weekly. And with the transition from semi-monthly publication, we want to let our hair down and talk shop with our readers, boosters and critics alike, and with our clients.

During these last nine years we have had lots of fun and not a few worries. The industry has been grand to us. We have made many friends and some enemies. There are those who have accused us of an "our industry-can-do-no-wrong" complex. It's very true we have tried to defend radio all down the line, and we'll continue that editorial stance. But we've also tried to call our shots as we've seen them, irrespective of who might be hit.

Since we announced our weekly publication plan last fall, the response has been gratifying. Some asked why we should take the gamble in these uncertain times, particularly when we appeared to be doing nicely as a semi-monthly. The reply is that we have always had in mind publication of a weekly. We feel we can do a better editorial job with 52 issues as against 24 during the year. The news will be more timely, though we modestly concede we have had our share of the scoops.

It was rather sad putting the last semi-monthly to bed just before New Year's. Since Oct. 15, 1931, our little gang had bled and died with each issue. With a weekly we'll do it just twice as often. Over the years we've had quite a few additions to our staff, and very few deletions. As a weekly we hope to do the same business at the same old stand.

And we still feel the industry can't do very much wrong, at that.

We Pay Our Respects To —

ROBERT GOULD JENNINGS

THOUGH a whirlwind, storybook start has only increased the ambitions of Robert Gould Jennings, vice-president in charge of radio of H. W. Kastor & Sons Adv. Co., Chicago, it has nonetheless taught him to beware of progress that comes easily. Born in Elmira, N. Y., March 31, 1911, this tall 29-year-old Yankee has learned, as he expresses it, "The watermelon some fellow tossed in your lap never tastes as sweet as the one you cultivate on your own vine."

Bob's business career began with a long distance call from his father during latter April, 1930. Then in school in Cincinnati, it was Bob Senior's wish that his son return immediately and enter the family business. During July that same year, he passed away and the younger Bob, as heir apparent, found himself head of the Queen City Knitting Mills, a textile concern employing some 300.

Those were depression years, but, by careful management he took the plant from the red side of the ledger in 1930 to the black side in 1933, despite depression obstacles.

With the textile mills one by one moving southward because of the cheap labor, Bob sold the mill and went back to being a normal youth of 22, so he thought. But he had tasted the joys of business and wanted more.

Experiences followed in quick succession. The purchase of a commercial garage from the estate of a friend, an affiliation with the Knott Hotel Corp., during which time he put together a dance orchestra, and an interest in the American Brewing Co. when beer became legal—all these things made an interesting two years but didn't hold enough promise.

Dissatisfied with prospects, Bob decided to visit relatives and friends in Cincinnati, looking around while he was there. Leaving Elmira one wintry day, he set out alone on the 750-mile drive. During the lonely hours of driving he had an opportunity to think out his plans and he decided that if he had been able to sell underwear, beer and orchestras, he could sell himself.

Arriving in Cincinnati Jan. 28, 1935, he gave the town a once-over. The next morning he went to the Crosley plant to see Lewis Crosley and was pleasantly surprised to find Mr. Crosley willing to see him. They talked for a few minutes, and then Mr. Crosley referred him to John Clark, manager of WLW and WSAI. In ten minutes Bob was a cub salesman on WSAI.

Those were great days, learning the broadcasting business from the ground up. Bob sold, announced a program from City Hall, produced a show or two that he had placed, and handled any other odd jobs that appeared.

A change came with an order from Kroger Grocery & Baking Co. for the transcribed series, *Hot Dates in History*. This meant much more than an order for WSAI, as the program was to be transcribed and placed on a sizable list of stations. Asked how he made the sale, Bob said he hounded Ralph Jones, president of the Ralph Jones Adv. Co., Cincinnati's largest agency, until Mr. Jones decided the only way to get rid of Bob was to see him; then continued to hound him with ideas until he found one Mr. Jones liked and thought had possibilities for Kroger. An audition followed, and then the contract.

Bob was elevated to sales manager of WSAI in June, 1935, but the going was tough. The WSAI transmitter was antiquated and situated many miles from town. Thus the station's signal was barely audible in downtown Cincinnati, making it difficult to sell or keep sold. Finally, in 1936 the management decided to build a new transmitter overlooking the city. Then things started to happen. As Bob improved the program and promotional activities of the station, business picked up and the management voiced their approval by making Bob manager of the station.

In September, 1937, Bob became program director of WLW, in addition to the WSAI work. In November he became sales manager of WLW and was made an officer of Crosley Radio Corp., with the title of vice-president in charge of sales and programs. This position he retained until September, 1938, when he decided he wanted experience on both sides of the fence. The decision to affiliate with an advertising agency followed.

From several offers he picked H. W. Kastor & Sons Adv. Co., Chicago, where he became new-business man. Soon he moved on to account executive for Procter & Gamble's American Family Soap and the then new product, Teel. With Kastor's radio expanding because of new activities, he was asked to take charge of radio and in March, 1939, became radio director. On Jan. 1, 1940, he was elevated to the radio vice-presidency.

One of Bob's ambitions is to see the quality of radio drama improved. To him the feature of both evening and daytime radio lies in dramatic programs. As an example he cites the upward trend of the average yearly ratings of dramatic programs as well as the number of new programs of this type. During the last year Bob has noted an encouraging change—a tendency on the part of some to place importance on creative writing, good production, creative acting, and sufficient rehearsals to do justice to the show.

Mrs. Jennings is the lovely young radio actress, Betty Winkler, whose talents also have taken her to the top.

Hobbies to Bob are things that he has not had time to crowd into a busy life. As he puts it, "My only hobby now is radio. I eat it and sleep it, and I have never tired of it."

Bob has a little house on Chicago's near northside in which there's a radio in every important room. Of course he and Betty take an occasional horseback ride, swim, or evening of dancing, but his main interest is his work, his love of radio.

Personal NOTES

EARLE J. GLUCK, manager of WSOC, Charlotte, who holds the rank of lieutenant commander in the Naval Reserve, has been appointed to the Naval Reserve Policy Board which meets at the Charleston Navy Yard to evolve policies. It is one of four such boards in the country.

NORMAN BOTTERILL, assistant manager of CJCA, Edmonton, Alta., has joined CKWX, Vancouver, in the same capacity. Bob Smith, formerly of CKCK, Regina, has joined the CKWX sales staff.

PAUL JONAS, formerly associated with the music publishing firms of Larry Spier and E. B. Marks, has joined MBS on a temporary basis to assist Dr. Jacob Coopersmith, director of the music library and copyright department of WOR, Newark. Dr. Coopersmith is managing the MBS music copyright division during the illness of Mrs. Jeanne Campbell.

FRANK R. CLARKE, formerly commercial manager of WWRL, Woodside, N. Y., has joined WCNW, Brooklyn, as local sales manager.

HUGH CURTLER, former manager and part owner of WCHV, Charlottesville, Va., is now with WFPG, Atlantic City.

HOWARD L. CHERNOFF, general manager of the West Virginia network, has been named chairman of the convention committee of the Charleston Chamber of Commerce.

JOSEPH RIES, educational director of WLW-WSAI, Cincinnati, has been named director of public service programs for the station by James D. Shouse, Crosley Corp. vice-president in charge of broadcasting. Under the new setup Mr. Ries will have charge of religious programs, community affairs, social service broadcasts and programs of civic organizations, in addition to educational broadcasts.

I. R. BAKER, manager of broadcast equipment sales of RCA Manufacturing Co., Camden, has announced his engagement to Miss Eleanore Oland, of Ewan, N. J. No date has been set for the nuptials.

RUFFIN HORNE, formerly of the sales department of WPTF, Raleigh, has joined the staff of WBT, Charlotte, as account executive.

JOHN BRIGGS, formerly of the NBC press department, Jan. 6 joined the *New York Post* as music critic and columnist, succeeding Samuel Chotzinoff, who was recently appointed manager of NBC's music division [BROADCASTING, Dec. 15]. Mr. Chotzinoff had formerly served as director of serious music for the network, combining that post with his critical duties on the paper, but as music division manager he will henceforth devote full-time to his job at NBC.

LLOYD E. YODER, general manager of KOA, Denver, having been made a 32nd degree Mason, was presented with a Consistory ring by male members of the station staff.

EDWARD CALDER has been named manager of KHUB, Watsonville, Cal. Calder replaces Edward Slusser, who has returned to newspaper work. Calder was formerly assistant manager of the station.

GORDON ANDERSON, formerly general manager of CKOC, Hamilton, Ont., and on the staff of CKLW, Windsor, Ont., has joined the executive staff of Vi-Tone Sales Ltd., Hamilton, Ont., as advertising director.

MALCOLM NEILL, assistant supervisor of station relations of the Canadian Broadcasting Corp. at Toronto, took ill while on a visit to his father, J. S. Neill, CFNB, Fredericton, N. B., and is not expected back in Toronto until the end of January.

EASTON C. WOOLLEY, manager of the service division of NBC's station relations department, became engaged on Jan. 5 to Miss Christine Hamilton Poler.

STAN TAPLEY, assistant manager of CJCS, Stratford, Ont., has been appointed manager of CJCS replacing Frank Squires who has been transferred to CKWX, Vancouver, as manager. Mr. Squires is giving a farewell party to broadcasting and agency friends on leaving CJCS Jan. 17 at the Royal York Hotel, Toronto.

HOWARD MAY, of the sales staff of WMAN, Mansfield, O., and Florence Schiska, WMAN business office employe, late in December announced their engagement.

ROBERT BRAUN, Hollywood talent representative of KMBC, Kansas City, has returned to his West Coast headquarters after conferences with Arthur M. Church, owner of that station. Braun represents Church packaged radio shows on the West Coast, among them being the *Texas Rangers*.

VIC BROWN, booking agent, recently joined the talent sales department of NBC, Chicago.

BEHIND the MIKE

FRITZ BLOCKI, one time dramatic critic of the *Chicago American*, and for the last eight years publicity director of a Chicago theatre chain, will henceforth devote all his time to radio production and writing. He is currently producing the Quaker Oats Co., *Your Dream Has Come True*, for Ruthrauff & Ryan, Chicago, and has also written and produced *The Court of Missing Heirs* for Blackett-Sample-Hummert, Chicago.

ROLAND SCHWEER, formerly of KPRC, Houston, has joined the announcing staff of KRGV, Weslaco, Tex.

JOE CONNELLY, station promotion and publicity head of WCAU, Philadelphia, on Feb. 7 will marry Mary Louise Maloney, formerly in the publicity department of WFIL, Philadelphia, leaving the following day for a cruise to the West Indies.

RAY FERRIS, of the WLS, Chicago, production department, and Harry Sims, member of the WLS *Rangers*, recently collaborated in writing a song *Lyla Lou*, which has been accepted for publication by Chart Publishing Co.

JOHN KOLBMANN, sports announcer of WHAT, Philadelphia, will be away from his microphone chores for six weeks due to a broken foot suffered in an auto accident.

LEE VINES, announcer of WIP, Philadelphia, collaborated with Joe Frasetto, WIP musical director, for a new song, "Slick As A Whistle," which has been submitted to BMI for publication.

ED NICKEL, formerly of the NBC press department, has joined the MBS publicity department as assistant to Lester Gottleib. Fred Mears, whom Nickel replaces, is leaving to join the Naval Air Corps.

MARIAN SMITH, secretary to C. P. MacGregor, Hollywood transcription concern, and Charles Nibly, sales executive of General Foods Corp., Los Angeles, were married in Las Vegas, Nev., on Jan. 2.

CARL HOFF, Hollywood musical director of the CBS *Al Pearce Show*, sponsored by R. J. Reynolds Tobacco Co., has set, "I Pledge Allegiance to the Flag," to music.

MAX SHUTTO, of NBC Hollywood program traffic department, has been promoted to assistant night program supervisor. Robert McWhinney of the studio setup department, takes over Shutto's former post. George Hatch of the guest relations staff, has been shifted to studio setup.

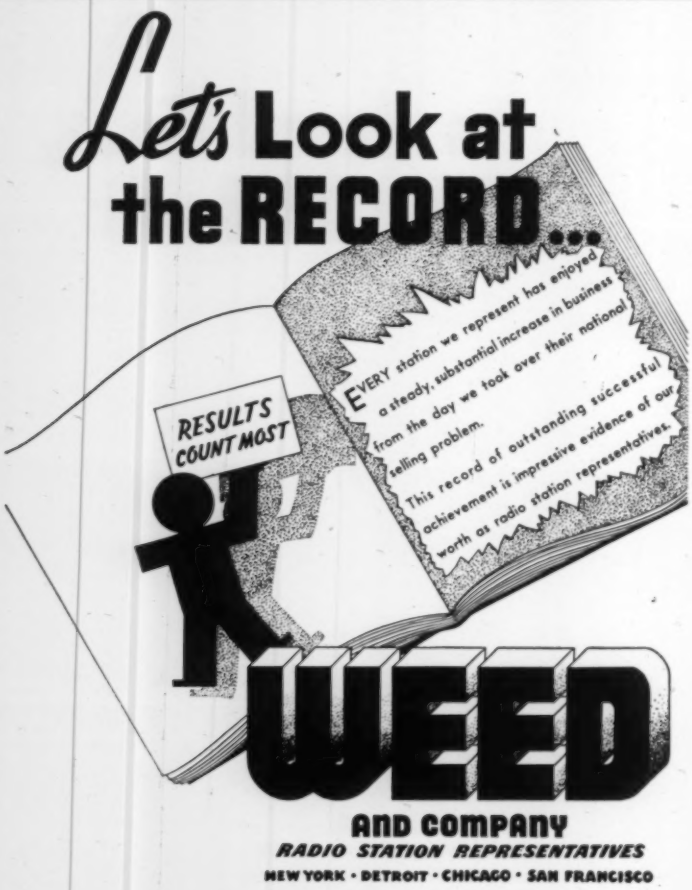
JACQUELYN SMITH, woman's special events commentator of KOA, Denver, has recovered from injuries suffered in an auto accident.

JACK OWENS, songwriter-vocalist of KFI-KECA, Los Angeles, is the father of a girl born Dec. 24.

RICH HALL and Joe Glover, CBS Hollywood script writer and music arranger, respectively, have collaborated in writing a new song, "Blue Afterglow," which was recorded by Jimmie Lunceford's orchestra. It is being released by Columbia Recordings Inc., New York.

KEN NILES, Hollywood announcer on the CBS *Big Town*, sponsored by Lever Bros., also has a similar assignment on the NBC *Ben Bernie Show* which switched origination to the West Coast Dec. 24 under sponsorship of Emerson Drug Co.

JOHNNY RAPP, writer of the NBC *Time to Smile*, sponsored by Bristol-Myers Co., and Blanche Field, will be married in New York on Jan. 18.


Let's Look at the RECORD...
EVERY station we represent has enjoyed a steady, substantial increase in business from the day we took over their national selling problem.
This record of outstanding successful achievement is impressive evidence of our worth as radio station representatives.
RESULTS COUNT MOST
WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO

Meet the LADIES

AVENEL BARNES

HEADING the five-weekly quarter-hour *HBI* (Housewives Bureau of Information) on the North Central Broadcasting System, Northwest regional network, is Avenel Barnes, comely young home economist. Although her programs are sponsored on a participating basis, the Bureau, which has a membership of more than 5,000 housewives who test products and send in report forms, is open to all advertisers on the network. Acceptance of products for sponsorship on her program depends on votes of testing members.

Nice Assignment

ALLEN FRANKLIN, sports and news announcer of WTAQ, Green Bay, Wis., has the unique distinction of making a four-week trip to Hawaii, strictly on business. Leaving Green Bay Jan. 8, Franklin took along portable transcription equipment to record 20 quarter-hour episodes of a new show he will air on WTAQ this spring. The new program, *Vagabond Reporter*, features Franklin in a series of interviews with unusual people in out-of-the-way places.

TRUMAN BRADLEY, Hollywood announcer, has been assigned to the weekly quarter hour NBC program, *Tony Martin from Hollywood*, sponsored by Andrew Jergens Co.

JOHN CONTE, Hollywood announcer-actor, has replaced Dick Powell as mc on the weekly NBC *Maxwell House Coffee Time*, sponsored by General Foods Corp.

WILLIAM KITAY, former free lance publicity man, has joined the staff of Basch Radio Productions, New York, as director of publicity.

RAYMOND RICH and Hanley Norins have been added to the script and production staff of Kasper-Gordon Inc., Boston transcription firm.

ED E. RYAN Jr., formerly of KTEM, Temple, KGKB, Tyler, and KTBC, Austin, Tex., has joined the announcing and production staff of KFRO, Longview, Tex. Paul Long, formerly of KFRO, has joined KELD, El Dorado, Ark.

ARTHUR VAN HORN, announcer of KFRC, San Francisco and Edith Graham, radio actress, recently were married at San Rafael, Cal.

RAY SPENCER, formerly of WADC, Akron, O., has joined the announcing staff of WCAE, Pittsburgh. He succeeds Bob Webster, who resigned to become manager of the new WCED, DuBois, Pa.

HENRY DUPRE, program director of WWL, New Orleans, has been named to handle radio relations for the publicity committee of the New Orleans Association of Commerce by R. L. Simpson, president of the Association.

GENE PLUMSTEAD, formerly of WCOV, Montgomery, Ala., has joined the announcing staff of WSGN, Birmingham.

WILL BALTIN, program director of the Allen B. Du Mont television station, W2XWV, New York, has become engaged to Miss Hannah Lassrow of Los Angeles.

JOHN TANSEY, announcer of WRVA, Richmond, has announced his marriage to Courtenay Barnes, former receptionist at the station.

KEN GIVEN, formerly program director of WLPM, Suffolk, Va., has joined the sports staff of WCHS, Charleston, W. Va.

VIVIAN HITCHCOCK, new to radio, has joined the staff of WOWO-WGL, Fort Wayne, as assistant to Jane Weston, conductor of the *Modern Home Forum* on WOWO.

GEORGE MATHEWS, of KOA, Denver, has been called for duty with the Army and reports Jan. 15.

DORIS HENRY and Mary Beatrice White are the latest additions to the music department of KTBS-KWKH.

HARRY MARBLE, assistant program director of WCAU, Philadelphia, has become engaged to Doris Havens, studio pianist. Esther Durkin, from WIP, has joined the WCAU staff.

MORRY BERTSCH has been named production manager of KHUB, Watsonville, Cal., in addition to his duties as chief announcer. Fred Clapp, formerly of KDON, Monterey, has been added to the announcing staff.

JIMMY ALDERMAN, newscaster of WFAA-KGKO, Dallas, is the father of a boy born Dec. 31.

MRS. VIRGINIA REID, formerly of Lake-Spiro-Shurman Inc., Memphis, is now working in the general offices of WBT, Charlotte.

CATHERINE SHERMAN, new to radio, on Dec. 30 joined the sales department of WIND, Gary, as secretary. Miss Sherman replaced Dorothy Stevens who left for the Canal Zone.

ED BARRY, sports editor of WMFF, Plattsburg, N. Y., married Miss Margaret Hutt of Palatka, Fla. Jan. 4.

KARL BARRON, formerly of KYA, San Francisco, has joined the announcing staff of KROW, Oakland.

MARJORIE HILLIARD has been named continuity head of WROK, Rockford, Ill., succeeding Effay Beynon, resigned.

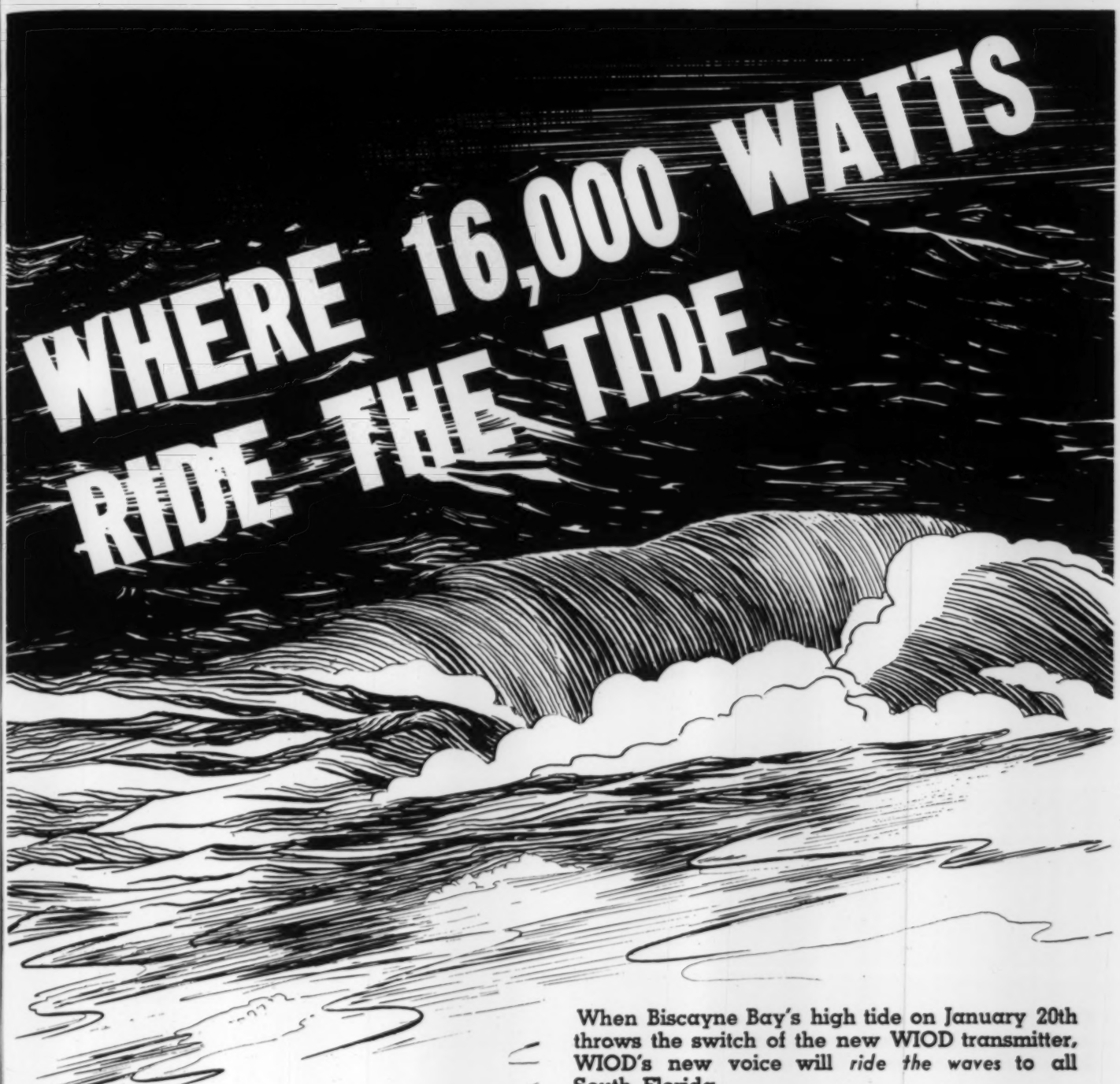
PAUL MORRIS, announcer of KRSC, Seattle, won the New Year's Day Penguin Race held in Portage Bay. Penguins are 11½-foot racing dinghys.

ROGER WAYNE, for 10 years program director of WCNW, Brooklyn, has been named the station's director of music. Al Tanger has joined the announcing staff.

MARTY GLICKMAN, sports announcer of WHN, New York, was married on Dec. 25 to Miss Marjorie Dorman.

MAURICE WETZEL, production man of NBC, Chicago, and Edgar Guest, poet, recently collaborated in writing the song "At Home" which has been accepted by BMI.

JERRY DEE, announcer of WCBD, Chicago, is the father of twins, a boy and a girl, born Dec. 24.



When Biscayne Bay's high tide on January 20th throws the switch of the new WIOD transmitter, WIOD's new voice will *ride the waves* to all South Florida.

That's because nature's best conductor of radio waves will give WIOD's 5,000 watt salt water signal the coverage of a 16,000 watt transmitter.

And that means high tide for WIOD advertisers who may now flood all South Florida with their booming sales message. Thus, WIOD delivers *single-handed coverage of America's fastest growing metropolitan area*, one-station dominance of the most important market in America.

WIOD

M I A M I

THE GREATEST VOICE IN THE MOST ABLE-TO-BUY MARKET IN AMERICA

WABC
50,000 WATTS
NEW YORK
CBS

Best-known, best-liked station in the world's largest market

Ask any Radio Sales office for more information about WABC, one of the sixteen CBS 50,000 watt stations.

CHARLES J. GILCHRIST, formerly radio editor of the *Chicago Daily News* and recently news and special events director of WBZ-WBZA, Boston-Springfield, has joined the staff of Earl Ferris, New York publicity organization.

AILEEN SOARES, religious editor of NBC in New York, is in Hackensack (N. J.) Hospital, recovering from an appendix operation.

SALLY WERT has been added to the continuity staff of KIT, Yakima, Wash., replacing Judy McWhorter, who resigned to join Northwest Adv. Agency, Seattle. Jack Carlson, new to radio, has joined KIT as announcer.

GARY KRIEDT, promotion manager of KFRC, San Francisco, and Miss Myrtle Hamilton, recently announced their engagement.

GEORGE MATHEWS, KOA, Denver, staff member, has been called for duty with the U. S. Army, and reports on Jan. 15.

JIM HENAGHAN, Hollywood reporter and magazine writer, has joined the staff of George Fisher to gather news for the weekly quarter-hour *Hollywood Whispers*, sponsored by Marrow's Inc., Chicago (Mar-O-Oil shampoo), on 36 MBS stations.

DON DAWSON, traffic manager of CKCK, Regina, recently became engaged to Muriel Robinson.

BILL REIMER, formerly of WCNW, Brooklyn, has joined the announcing staff of WCOV, Montgomery, Ala.

ED WILSON, formerly of WSOY, Decatur, Ill., has joined the announcing staff of NBC, Chicago.

JULANE PELLETIER, formerly staff pianist of WJJD and NBC, Chicago, on Jan. 2 rejoined WJJD in the same capacity. Miss Pelletier replaced Priscilla Holbrook who has taken a leave of absence.

ROBERT DOYLE, since June, 1940 a member of the WGN, Chicago, publicity department, on Jan. 6 joined the WGN continuity department as writer. Cyril Wagner, onetime assistant to Larry Wolters, radio editor of the *Chicago Tribune*, replaced Doyle.

EVELYN LYMAN, for five years office manager of World Broadcasting System, Chicago, on Jan. 6 joined the radio department of Sherman & Marquette Inc., Chicago agency.

CARL BARRON, formerly on the announcing staff of KYA, San Francisco, has joined KROW, Oakland, succeeding George Tolin, resigned.

MAURICE HART, formerly announcer of the *World's Fairest Music* program on WMCA, New York, and m.c. of the *5:30 Request Club* on WAAT, Jersey City, has joined the announcing staff of WNEW, New York.

BERT SYMMES recently was added to the announcing staff of KLS, Oakland.

ALFRED S. BYRNE, for the last five years a page boy at WOR, Newark, has been admitted to the bar, after studying law at night for six years at Fordham U. from which he graduated last spring.

JACK KRETSINGER, formerly of KGKB, Tyler, Tex., has joined the announcing staff of WMBD, Peoria.

FRANK THOMAS, formerly of WGES, Chicago, early in December joined the announcing staff of WEDC, Chicago.

WALLY NEHRLING, announcer of WIRE, Indianapolis, and June Gardner of that city, were married Nov. 28.

NORMAN JOLLEY and John Black have joined the announcing staff of KGGF, Coffeyville, Kan.

RALPH CHILDS, news staff chief of KMA, Shenandoah, Ia., is the father of a 7 lb. boy, born recently.

MUSIC checking is a mutual matter between Alec Petry, head of the NBC-Hollywood music rights department, and Mary Hunter, of the NBC-San Francisco department. They plan to be married this month. Alec went to San Francisco for the KGO-KPO Christmas party.

MURRAY YOUNG, formerly publicity director of the American Economic Foundation, is now reading the nightly newscast over WHK, Cleveland.

JAMES AUBELE, sound effects director of WHK-WCLE, Cleveland, and Helen Thornton, switchboard operator, have announced their engagements. Aubele to Ruth Manning and Miss Thornton to John Corrigan.

EVA MANNING, new to radio, has joined the program department of WIS, Columbia, S. C. Tommy Martin, formerly of WGY, Schenectady, has been added to the announcing staff.

RANNY DALY, production manager of WING, Dayton, O., is confined to the hospital with pneumonia. Betty Kern, saleswoman, is also out with illness while Lou Tschudi, who has just taken a job as head of the station's sports department, has been sent a draft questionnaire.

Garland Appointed

CHARLES H. GARLAND, with WBBM, Chicago, since 1925, on Jan. 1 became assistant commercial manager of the CBS Chicago key station, according to J. Kelly Smith, commercial manager of WBBM and general sales manager of Radio Sales, CBS subsidiary. Garland joined WBBM in 1925 as a musician, director and announcer. In December, 1930, he joined the local sales staff. Since joining the sales staff Garland has confined his work to that field, completely abandoning the production end of radio. A native of Water Valley, Miss., he attended the Mississippi U, and left his studies to serve in World War No. 1.

Staff Changes at KGW-KEX

W. CAREY JENNINGS, manager of KGW-KEX, the *Portland Oregonian* stations, announces the following changes effective Jan. 1: Paul Connet, formerly sales manager, becomes national sales manager. Chester Blomsness, salesman, becomes local sales manager in charge of promoting and servicing local sales with all local salesmen under his supervision. H. Q. Cox, production manager, will supervise script writers, special events and music. Homer Welch, producer, becomes program director in charge of selecting talent and producing all shows. Ralph Rogers, announcer, becomes chief announcer, in charge of hiring and supervising the entire announcing staff, with the exception of announcers assigned to special events.

KFBC Completes Staff

COMPLETION of the staff of the new KFBC, Cheyenne, Wyo., which went on the air Dec. 6 as an NBC-Blue outlet, was announced Jan. 3 by Tracy McCracken, publisher of the *Cheyenne Wyoming State Tribune* and *Wyoming Eagle*, the State's two dailies, who is one of the station's chief stockholders. KFBC operates with 250 watts on 1370 kc. Its manager is William C. Grove, former chief engineer of KSAN, San Francisco, and at one time chief engineer of KLZ, Denver. National advertising manager is Larry Bloom, formerly with KFEL and KVOD, Denver. Local advertising manager is C. E. Hopkins, formerly with KSFO and KSAN, San Francisco. Other staff members are: Robert Youmans, from WFBL, Syracuse, and WMBO, Auburn, N. Y., production manager; Willis Ballance, program director; John Vogel, from KID, Idaho Falls, announcer; John Dawson, chief engineer; Del Brandt, engineer-announcer; Mel Klein, engineer; William Harmon, engineer; Margaret O'Brien, secretary.

RCA Promotions

PROMOTION of three RCA Mfg. Co. executives at the Harrison, N. J., plant was announced Jan. 3 by E. W. Ritter, vice-president in charge of production and engineering activities. John A. King, for three years manager of manufacturing at the Harrison plant, has been named plant manager in charge of all operations; Arlan S. Kelley, formerly assistant manager, succeeds him as manager of manufacturing; Dr. G. R. Shaw, manager of research and engineering at the plant, has been named to assist Mr. King in engineering management.

Alibi Needed

MORRISON QUALTROUGH, announcer of *Alibi for Death*, which dramatizes local traffic accidents on KROD, El Paso, as a warning to others, recently found himself an active participant in the show. Not only was his car wrecked in a collision but several nights later he played himself when his accident was dramatized.

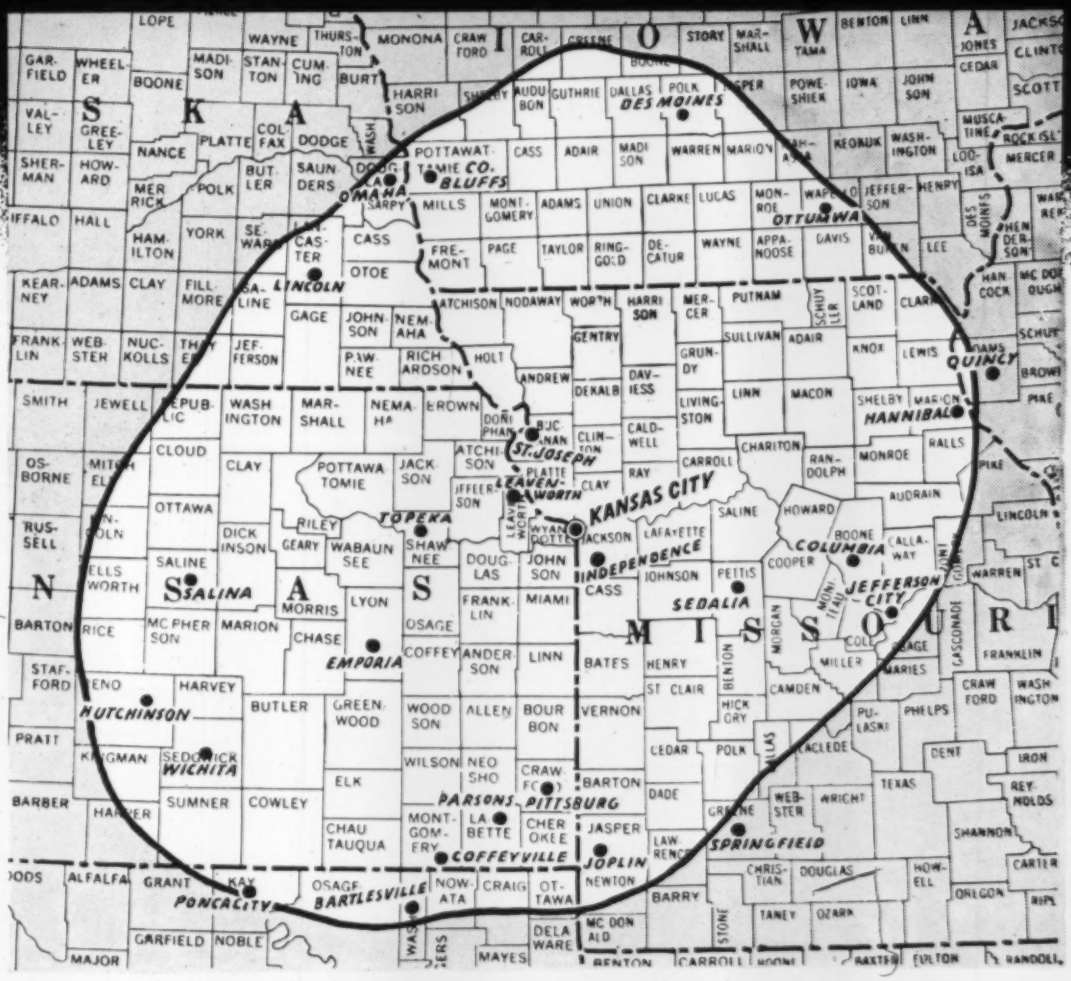
No outside station serves the fast growing Savannah market . . . We sell it . . . at the lowest per person cost of any medium.

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

WDAF

Covers the Great

KANSAS CITY MARKET



Largest Radio Coverage in the Kansas City Area

The outer black line is the one-half millivolt signal point for WDAF's full-time operation on 5,000 watts. This WDAF primary area, largest radio coverage in the Kansas City area, was measured by engineers of Bell Laboratories. 917,113 Radio Homes in WDAF's Half-Millivolt Area.

OWNED AND OPERATED BY THE KANSAS CITY STAR

WDAF

Outlet N. B. C. Basic Red Network

Represented by Edward Petry & Co.

WCAO
The Voice of Baltimore since 1922
★
Columbia Basic since 1927
★
Broadcasting on 600 kc.

Merchandising & Promotion

Girded for Grid—Paramount Plug—Kansas Ruler—Time on a Dial—Special Recordings

FOOTBALL CONTEST conducted by the Barr Jewelry Stores, Philadelphia, in connection with their gridiron review broadcast over WCAU, Philadelphia, every Saturday during the past season, attracted a record total of 37,230 entries, according to George W. Wolfsten, vice-president of the Al Paul Lefton Agency, Philadelphia, which handled the account. The nine-week contest required listeners to determine the winners and the approximate scores of the 12 leading games each week in competition for prizes of three Gruen wrist watches.

Starting with 1,000 entries the first week, the contest reached a peak of 6,200 the weekend of the Penn-Cornell game for a weekly average of 4,137. A standing grand prize of $1,000 for any contestant who achieved a perfect score went begging.

Bob Hall, ex-Yale grid star and local attorney, handled the broadcast along with Taylor Grant, WCAU sports commentator.

* * *

Paramount's Free Discs

PARAMOUNT PICTURES, Hollywood, to promote the American film industry, is issuing a weekly quarter-hour transcribed program titled *Paramount on the Air*, to 60 New Zealand and Australian stations. Weekly release contains film industry news supplied by all motion picture studios in Hollywood. In addition, the Paramount radio service also issues a special weekly letter titled *Listening-In on Hollywood*, to 93 stations in the Antipodes, for reading by staff announcers.

* * *

Topeka Yardstick

SHIPPED in individual mailing boxes, WIBW, Topeka, Kan., is distributing to the trade heavy wooden yardsticks impressing a double-side advertising message. In addition to the inscribed yardstick itself, each 36-inch rule is packed with a yard-long paper insert bearing an advertising message built around the theme: "You'll need a big yardstick in 1941 to measure WIBW's selling results for you!"

* * *

Szigeti Book

TO PROMOTE the MBS concert series of Joseph Szigeti, well known violinist with the Alfred Wallenstein orchestra which started on Jan. 7, WOR has sent newspapers a pressbook on Mr. Szigeti which includes a cover picture of the violinist, his biography, anecdotes, an art layout, and an article by Robert A. Simon, music critic for the *New Yorker* magazine and continuity director for the station.

* * *

Salute to Sponsors

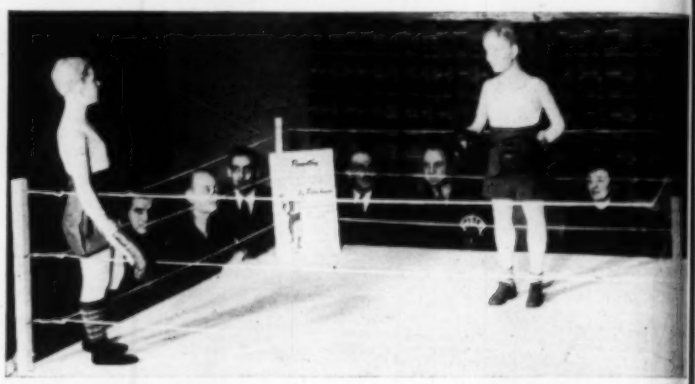
AS A SPECIAL holiday promotion stunt, KMPC, Beverly Hills, Cal., on Dec. 23 sent a group of four carol singers to serenade sponsors. Quartette made more than 25 appearances in downtown Los Angeles and Hollywood, including all major department stores.

McKinney's Dial

TIME-DIAL for use in figuring the date of the last broadcast of a specified schedule has been issued to the trade by J. P. McKinney & Son, New York and Chicago newspaper and station representatives. On back of the time-dial are listed the stations represented by J. P. McKinney, including five Gannett stations, two affiliated with Gannett. and WRAK, Williamsport, Pa.

Hornet Plugs

CONCEIVED by CKCK, Regina, Sask., a new wrinkle in merchandising reports has caused much comment in Canadian agency circles. Preparing a merchandising report for the agency handling the Listerine account, sponsoring *The Green Hornet* on CKCK, staff members dramatized on a transcription the parts they took in preparing the report. For example, the salesman who arranged for a screen trailer at a local theatre was waxed making a phone call to the theatre manager, with other conversations between CKCK representatives and merchants arranging for window displays and other merchandising ventures.



REALISTIC audition setting, to emphasize the appeal of Florsheim Shoe Co.'s *Squared Circle* series, was arranged for a prospective sponsor by George Blackwell, director of WBLK, Clarksburg, W. Va. The station set up in the studio a squared circle, arranged dummy fighters, created an arena atmosphere by calling in peanut, popcorn and pop vendors and then ran off a sample show for the local Florsheim dealer. He signed.

BROCHURES

WNAX, Yankton, S. D.—Data on listener response and 1940-41 program schedule, in personally addressed mail folder.

WGES-WSBC, Chicago — Six-page red and white booklet promoting the Polish language programs.

WOWO-WGL, Fort Wayne — Four-page syllabus of programs with an educational slant.

WKY, Oklahoma City—Pictorial brochure promoting *Sunrise Roundup*, early morning rural feature on the station.

WWL, New Orleans—Booklet containing brief resumes of 31 WWL programs suitable for sponsorship.

WCNW, New York—Reprint of pictorial page from *PM*, New York newspaper, noting WCNW as "the New York Negro community's voice".

WMBD, Peoria, Ill.—Plastic-bound "Peoriarea" coverage brochure.

Here to Stay

WBT, Charlotte, has settled its long-standing feud with the *Charlotte News*. The newspaper had been so hostile as to block out the station's call letters when a WBT microphone appeared in a news photo and uniformly prohibited mention of the station in any news story. However, General Manager A. E. Joscelyn persevered and the *News* in late December started to feature daily program schedules of WBT and other local stations. Publisher W. C. Dowd even ordered full-page announcements in the paper to announce the new radio schedule feature. Joked Mr. Dowd to Mr. Joscelyn, still in his first year at WBT, after the agreement had been reached: "I guess I must admit that the wireless is here to stay."

WSGN Studio Shift

WSGN, Birmingham, will move from the Tutweiler Hotel to new studios in the Dixie Carlton by Feb. 1 according to General Manager Henry P. Johnson, who simultaneously announced a new production policy for the station. Under the new setup Bill Terry, station's sportscaster, becomes production manager. Carl Cannon, promotion manager, will take on additional duties spending most of his time developing local public service and educational programs.

The Pioneer Voice of Kansas
KFBI
WICHITA
5000 WATTS
1050 Kc.

Now! After one short year of Times-Star operation

WKRC *carries more national spot and local sponsored quarter-hours than any other Cincinnati network station!*

"550 KC for COVERAGE!"

WDRC
CONNECTICUT'S PIONEER BROADCASTER

'High-Spot' City

Once again, Sales Management has picked Hartford as a "High-Spot" City. Here's the market and the medium for a banner year in 1941. Write Wm. Malo, Commercial Mgr., for further information.

Basic CBS for Connecticut

Purely PROGRAMS

ADVERTISING the attractions of Hawaii, KGMB, Honolulu salutes one of its Mutual affiliates each week in a novel manner. A U. S. guest, from the city of the station greeted, goes on the air, specifying a friend back home who is to receive an attractive lei of flowers. KGMB sends the lei to the station in the States, which presents it to the recipient. On Jan. 8 WOR, Newark, presented a KGMB lei to a Mrs. Rhew of New York, who had been designated by a friend appearing on the KGMB program.

Impromptu Dramas

NOVEL sustaining dramatic series, *Deadline Dramas*, started Dec. 29 on NBC co-starring Irene Wicker, noted singing actress, and Robertson White, screen player and writer. At the beginning of the broadcast, members of the studio audience are asked to write down 20-word sentences outlining situations around which dramatic sketches may be built, and William Fadiman, MGM story and book editor, who acts as m.c. for the program, selects the most likely contribution, turns it over to the co-stars, while he discourses extemporaneously for two minutes on any subject supplied by Edmund Birnbryer of the NBC Script division. At the end of Fadiman's chat, Miss Wicker and Mr. White will step to the microphone and present a finished play based on the sentence previously given to them, portraying all the parts between them. In conclusion, Fadiman will review and criticize the deadline drama.

* * *

Home-Like Dining

HIGHSPOT of *Dinner Music*, a program of recorded light classical music sponsored nightly at 6:30 on WQXR, New York, by Schrafft Restaurants, is the commercial, read by Rex Benware and written by Jim Frankenberry. In the commercial Benware recalls some episode of boyhood days with the family, connecting the episode with the desirability of dining at Schrafft's home-like restaurants. Listeners have voluntarily written accounts of their own youthful experiences with the request that they be used on the commercial, and a recent mention of a Schrafft Christmas catalogue deluged the WQXR offices with listeners' requests.

* * *

Juvenile Discussions

A WEEKLY series of juvenile discussions presented by the child welfare organization, Youthbuilders Inc. of New York, has started on WMCA, New York. Participants, ranging from 8 to 15 years and selected from the New York city grade schools, discuss current topics extemporaneously.

* * *

Why Listen?

LISTENERS to a 6 a.m. program on KGKO, Fort Worth, recently were offered a phonograph-radio combination for the best 50-word letter on "Why I listen to the radio early in the morning".

CUTE as a button is four-year-old Nancy Jane Burroughs, musical prodigy of WPTF, Raleigh, N. C. Nancy Jane, heard each Sunday afternoon on WPTF's *Birthday Party*, has shown a remarkable faculty for remembering songs and catching tricky tempos of the popular BMI tunes she sings.

* * *

License Free

USING a new twist to introduce Big Freddie Miller, formerly of WFBM, Indianapolis, to his new Midwest audience, WNAX, Yankton, S. D., is conducting a weekly quiz contest during which winners receive free 1941 automobile license plates. The station purchases the plates regardless of the winner's car model or State of residence. All information is checked with the winner's county treasurer, to whom checks are made payable. The initial winner drove a 1935 Chevrolet whose plates cost $5.10. Although restricted to auto owners, mail response has been extremely heavy, according to the station.

* * *

Names and Sources

EXPLANATIONS of the derivations of proper names are given on the new educational program, *The Name Explorer*, which started Jan. 4 on WJSV, Washington. Commentator on the feature is Howard Barker, former research associate of the American Council of Learned Societies and author of articles on speech and nomenclature in national magazines. Listeners are invited to submit their names for analysis.

* * *

Orchid Award

AN ORCHID a day is given away by Brunswick Flower Shop, Cleveland, on its five-minute daily musical program on WCLE, Cleveland. The bloom goes to the local news personality judged to have done the best good deed or most meritorious community service the preceding day. Recorded music is used on the program. Gregory & Bolton Adv. Agency, Cleveland, handles the account.

WAVE DOESN'T ZIG TO ZAG (Ky.)!

Yep, Zag (Ky.) is a sho'-nuff town—but you won't find it on WAVE'S coverage map! What you *will* find is the lucrative Louisville Trading Area—and that, gentle reader, is what counts in Kentucky! . . . This area, f'instance, has 86% more income-tax payers than the rest of the State put together—and defense activities have boosted the pay-roll more than $1,150,000 *a week!* . . . WAVE, alone, serves this million-buyer market without waste—gets listener loyalty because it's the *only* N.B.C. Basic Red Network station within 100 miles! May we tell you more?

LOUISVILLE'S WAVE

5000 WATTS 940 K. C. N.B.C.

FREE & PETERS, INC., NAT'L REPRESENTATIVES

OUR TARGET: The world's largest market.
OUR WEAPON: 5000 WATTS day and night with Directional Antennae.
OUR AMMUNITION: Your product programmed with intimate appeal to New York's Melting Pot millions.
OUR AIM: To insure results.

WBNX NEW YORK : 5000 WATTS

Canada's Farm Problems

CANADIAN Broadcasting Corp. on Jan. 21 is inaugurating *Farm Radio Forum* for Eastern Canada stations on Jan. 21. The program will be the first effort of the CBC to participate in a widely-organized listening group project covering Ontario, Quebec and the Maritime provinces. Cooperating in organizing listening groups are the Canadian Federation of Agriculture, provincial departments of agriculture and farm organizations. In *Farm Radio Forum* radio will be used to highlight current farm problems as they exist along the sideroads and concessions of Eastern Canada. Each broadcast will present background and facts regarding farm problems as a basis for discussion. At the end of each network broadcast there will be a five-minute regional commentary originating at CBL, Toronto; CBM, Montreal; CKCW, Moncton, N. B.

* * *

Youth's Problems

COOPERATING with the National Congress of Parents & Teachers—NBC-Red on Jan. 6 started the weekly quarter-hour, *Citizens All*, Mondays, 5-5:15 p.m. (EST). The series is designed to stimulate public interest and action in solving community and school problems affecting youth and will take the form of roundtable discussions, with Dr. Ernest O. Melby, dean of Northwestern U's school of education, as chairman. Future programs will bring listeners the experience and theories of authorities in education and social welfare.

* * *

All For Kids

BADGES, maps, membership blanks and parties for kids are incorporated in a new juvenile program, *World Adventure Club*, starting Jan. 25 on KSTP, St. Paul, under auspices of the Minnesota Federation of Women's Clubs and the romance languages department of Minnesota U. In addition, free scholarships for three University students are given for work on script, dramatization and music for the weekly series.

* * *

Old Dominion Folk

INTERVIEWS with prominent State citizens are presented on *The Virginia Traveler*, new weekly series of WRVA, Richmond, carried under joint auspices of the State Conservation Commission and the Virginia Writers' Project. Ira Avery supervises production for WRVA, with Mrs. Eudora R. Richardson, editor of a State guidebook, arranging guest appearances.

* * *

Heroic Dramas

PRESENTED under auspices of the Daughters of the American Revolution by the local Uptown Players, WJJD, Chicago, on Jan. 6 started a new *Heroes of the Northwest* dramatic series. The quarter-hour dramatic shows are heard the first and third Mondays of each month.

* * *

U. S. Appreciation

BRINGING to the microphone representatives of nearby American Legion posts, the weekly *Appreciate America* series is presented on KLX, Oakland, Cal., under auspices of District 10 of the American Legion.

ANNOUNCERS' SCHOOL AT WSB

Weekly Sessions Cover All Types of Problems as Mikemen Criticize Each Other's Work

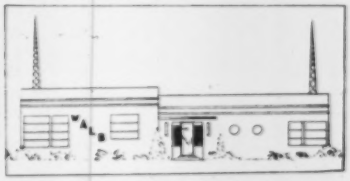
LOOKING toward long-run dividends resulting from clean jobs of script reading, WSB, Atlanta, has established an "Announcers' School" to give all staff announcers practice and training in pronunciation, diction, enunciation, "selling" of announcements and general knowledge of the news.

Each Monday afternoon the WSB announcing staff meets with Production Manager Marcus Bartlett and Program Director Roy McMillian. First item is a quiz on name pronunciations, covering persons, towns, ships or anything that has gained news attention during the preceding week. Announcers are required to turn in at least five words each week for this list, which is compiled from their offerings.

A second section of the school is a quiz on names in the news. International, national and local figures are named, and the announcers are required to identify as many as possible. Another feature, recently added by McMillian, is identification through pictures of five newsworthy persons each week.

The oral part of the meeting, following these two quizzes, is conducted by Mr. Bartlett. Announcers take turns at reading spot announcements and other types of copy. Criticism is offered by other participants. The work of the preceding week also is criticized by both Bartlett and McMillian, tying in with the station's policy of granting weekly bonuses to announcers—the amount of the bonus determined on the basis of a percentage of station business for each week. Announcers making serious errors may lose part or all of their bonus, depending on the record.

WSB officials have praised the system as the best method devised to insure sytematic and conscientious work at all times by the announcing staff. Staff members also favor the setup, agreeing they have received much benefit from the school, both in gaining information and securing better coordination of station activities.



COMBINATION studio-transmitter building for WALB, Albany, Ga., will be completed about Feb. 1. It is built on a functional basis, according to Edward J. Lord, WALB general manager, and comprises four studios, control room, transmitter rooms as well as offices. It is located on the Dixie Highway, on a 20-acre swamp plot.

WHEC

ROCHESTER

BASIC CBS—NAT'L REPRESENTATIVES, PAUL H. RAYMER CO.

MERCHANDISING and MARKETING MAN AVAILABLE

Two years intensive merchandising and marketing experience with established network. BACKGROUND: Agency, plus several years selling for nationally known newspaper and radio station representatives. Good knowledge national markets. Interested in establishing or heading up merchandising department of recognized agency or radio station. Initial salary important to wife and children's well being.

Address Box 134, BROADCASTING

More Listening, CAB Finds

(*Continued from page 20*)

dent's address was covered by NBC Red and Columbia; Mr. Willkie's talk by NBC Red and Blue, Columbia, and Mutual.

Sports

During the year the CAB also reported on numerous sports broadcasts including regular reports on football and baseball plus special events such as prize fights and the Kentucky Derby. On May 4, 15.2% of the set owners heard the latter event broadcast between 6:30 and 7:00 p.m.

BOXING—Joe Louis continued to be a great favorite with radio listeners. The Louis-Godoy fight on June 20, 1940, rated 37.9. One Sept. 6, 14.7% of set owners reported listening to the Billy Conn-Bob Pastor fight. On Dec. 16, the Joe Louis-Al McCoy fight rated 22.1%. None of these ratings came close to the figure of 47.6 scored by Louis and Pastor in 1939 nor the 63.6 attained by Louis and Schmeling in 1938. The latter was broadcast over two networks.

FOOTBALL—The ratings for college football broadcasts follow:

	1940	*1939*
Oct. 5	25.1	
Oct. 7		23.6
Oct. 12	28.5	
Oct. 21		37.3
Nov. 2	31.4	
Nov. 4		35.7
Nov. 16	35.0	
Nov. 18		36.2
Dec. 2		36.0

BASEBALL—During the baseball season the CAB reported monthly on listening to baseball broadcasts. The figures are for actual broadcasts of the games, both major and minor league, heard in the 33 CAB cities. In 1940, interest became more intense month by month as the struggle for the pennants became more furious. This contrasted with the experience in 1939 when the Yankees ran away with the American League race. The ratings for the two years follow:

	1940	*1939*
April-May	15.9	17.7
June	17.7	17.2
July	18.2	18.7
August	19.3	17.6
September	19.3	16.2
Average	18.1	17.5

The average rating for the World Series between Detroit and Cincinnati was 25.2 compared with 21.3 for the 1939 series between the New York Yankees and the Cincinnati Reds. The games were broadcast over the Mutual network in both years.

CAB Organization

The foundation for the CAB was laid by the radio committee of the Association of National Advertisers in January, 1929. As a result of the committee's discussion of a study made by Crossley Inc., a number of leading advertisers employed that organization to make individual surveys. Later these were combined into a report for the ANA and at the same time Crossley was requested to submit an outline for a cooperative investigation which would include "the checking of program popularity." The ANA appointed a special committee to work out the details. The field work was started by Crossley Inc., on March 1, 1930.

In 1934 the CAB was reorganized, taking its present set-up as a mutual, non-profit organization with a governing committee of six, three of whom are appointed by the ANA and three by the American Assn. of Advertising Agencies. This committee sets all policies, business, financial and research. Crossley Inc. is still employed to do the field and technical work. The CAB is the official organization for rating radio programs. It is supported by leading advertisers, agencies and networks on the basis of their respective stakes in radio.

The Method Used

The loosely defined term "recall" should not be applied to the technique the CAB now uses. As the result of 12 years of practice, constant experimentation and revision, it is now using a method which perhaps would be better defined as "the triple check method of identification". Under this method the listener need not remember the exact program name. He or she needs to give sufficient information about the program to enable the investigator by cross checking station, time, or description of the program, to enter it on CAB records as having been heard. This method has several outstanding advantages such as speed, accuracy, economy. It obtains the answer to the vital question "Has the program made an impression?"—a factor which the advertiser, to be successful, must know.

Fifty-two investigators, making calls at eight stated times each day, working simultaneously 168 days of the year in 33 major cities from coast to coast, complete 700,000 interviews based on more than 1,100,000 telephone calls. The geographical distribution of calls coincides roughly with the distribution of radio sets and calls are distributed by income groups in accordance with the distribution of radio set ownership by income groups. Thus the criticism leveled at most telephone surveys, that they reach an undue proportion of persons in the upper income groups, has been eliminated as far as the CAB is concerned.

Reports Issued

The results of these investigations are sent to subscribers in the form of 24 semi-monthly reports which include ratings for each sponsored network program. Each rating which appears is a percentage of set owners and not of listeners. To illustrate simply:

If, out of each 100 set-owners who are interviewed in the area covered by a given program, 20 report that they heard it, then the rating which appears in the report is 20. The number of stations carrying a program does not affect the size of the rating.

Semi-annually two complete analyses of radio program audiences are prepared and sent to subscribers. These reports analyze all programs by type, compare programs by length of broadcast, give varia-

IT'S SURE-FIRE!

And if *you* want an attentive audience in Roanoke and southwest Virginia, tell your story over WDBJ! Because *listen:* WDBJ is the top station in this neck of the woods. And our listening area embraces an audience that spends upwards of $400,000,000 at retail a year. What's more, we have convincing evidence that *our* buying suggestions produce surprising results! Would you like to know more?

WDBJ ROANOKE, VIRGINIA

FREE & PETERS, INC. Exclusive National Representatives

Owned and Operated by the TIMES-WORLD CORP.

CBS Affiliate • 5000 Watts Day • 1000 Watts Night • 930 Kc.

Get on WJHP's new highway to Jacksonville's buyways!

NBC BLUE

WJHP

JACKSONVILLE FLORIDA

H. G. WELLS, JR., General Manager

Represented nationally by JOHN H. PERRY ASSOCIATES

WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY

CHICAGO DETROIT ATLANTA PHILADELPHIA

THE BROTHERS ALLEN, of Virginia, now are prime movers in the operation of three Virginia stations which they have formed into the Tri-City Group as a regional network. At left is Edward A. Allen, president, prominent in industry affairs and vice-president of National Independent Broadcasters, with Philip P. Allen, vice-president of Lynchburg Broadcasting Co., their operating company. They own WLVA, Lynchburg; operate WBTM, Danville; own half of the new WSLS, Roanoke.

tion in popularity preferences both geographically and by income levels, give the relationship between the amount of time devoted to types of programs, and the average popularity of those types. The summer report, for the five months of daylight saving time is based on approximately 292,000 completed interviews with radio set-owners, the seven-month winter report on 408,000.

Annually the CAB issues information on the ebb and flow of the radio audience, comparing the number of sets in operation by years, by season of the year, by parts of the day, by hours of the day, by income levels, by geographical sections.

From time to time special reports and ratings on outstanding events such as political speeches, international crises, prize fights, World Series baseball, football, etc. have been issued.

Further the CAB supplies special analyses of radio programs from statistical material already compiled. For example, after a program has been on the air for a season a subscriber can obtain breakdowns showing the relative popularity of the program for A, B, C and D income levels, by cities, major geographical sections or sales areas. Subscribers can also obtain complete case histories of all commercial programs broadcast during the past ten and one-half years.

How Service Is Used

Subscribers use the CAB report to help them:

1. Determine the best day and hour to select whenever a choice of radio time is offered.
2. Follow the popularity trend of various types of programs and discover when a given type is worn out.
3. Purchase talent advantageously by comparing the performers on different programs.
4. Decide whether a given season should be included or dropped.
5. Make comparisons between daytime and evening programs.
6. Compare the difference in program audiences by sections of the country, population groups, income levels, etc.
7. Discern by study of the leaders and laggers what makes a good radio program.
8. Check where the most important competition is and thus find the most desirable time to buy.

The CAB provides withint a fortnight the "box-office" on all sponsored network programs based on a comprehensive, nation-wide sample, regardless of the time of day or night program is broadcast.

Cities Surveyed

The investigation work is regularly carried on in:

Eastern Cities — Boston, New York, Philadelphia, Pittsburgh, Baltimore, Detroit, Cleveland, Buffalo, Cincinnati, Hartford, Providence, Syracuse, Rochester, Washington.

Southern Cities — Louisville, Memphis, Atlanta, New Orleans, Dallas, Houston, Oklahoma City.

Midwestern Cities—Chicago, St. Louis, Des Moines, Kansas City, St. Paul, Minneapolis, Omaha.

Pacific Coast Cities—San Francisco Los Angeles, Portland, Seattle, Spokane.

WCOV, in Montgomery, Is Named in Labor Suit

CHARGED with violation of the Fair Labor Standards Act, WCOV, Montgomery, Ala., has been named defendant in a suit filed by the Wage & Hour Division of the Labor Department in the Federal District Court in Montgomery, according to Robert T. Amis, regional wage-hour director in Birmingham.

Basis of the suit is alleged failure of the station to comply with the minimum wage and overtime provisions of the law, Mr. Amis explained, although the licensee, Capital Broadcasting Co., also is charged with having failed to keep proper records of the wages paid and hours worked by its employes. In the few actions previously instituted against radio stations by the Wage & Hour Division defendants have entered into consent decrees providing compliance with the Act and in some cases restitution of back-pay to employes.

WOW CREW'S TREK

Quartet Travels 4,000 Miles To Cover Grid Game

THE Rose Bowl game in Pasadena between Nebraska and Stanford meant a 4,000-mile trek for a crew of WOW, Omaha, comprising Foster May, news and special events editor; Tom Dailey, sports editor; Chief Engineer W. J. Kotera, and Chief Recording Engineer Joe Herold. First they journeyed by car to Phoenix to cover Cornhusker practice sessions, which were recorded and used on Dailey's *Sportstime with Falstaff* programs Dec. 20-Jan. 2, sponsored by Falstaff Brewing Co.

They then went to Pasadena to cover the team's arrival, Rose Bowl parade and other special pickups. The game itself was carried special by WOW and also on NBC-Blue, with Bill Stern announcing. In addition to the Falstaff sponsorship, Foster May's daily broadcasts, including 500 words of telegraph filed daily, were sponsored by the Chevrolet Zone Dealers of Nebraska and western Iowa.

Knocking on a Million Doors

● Yes, sir! We're selling goods to a million and a quarter folks in 36 counties of prosperous North Texas and southern Oklahoma, the heart of the rich Red River Valley, land of prosperous and diversified industry. We're on the air full time with 1,000 watts. We're right in the middle of the dial, 880 kilocycles. . . For more information, write KRRV, Sherman or Denison, Texas.

An Affiliate of the
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

The Sherman-Denison Station
KRRV
880 KC. 1,000 WATTS

Defense Program Under Way

(Continued from page 15)

virtue of the precise language of the President's Executive Order, to the study of "physical aspects" of domestic broadcasting. There is specific injunction against censorship or anything bordering on it.

Significance was attached to the appointment of Lowell Mellett, one of the six assistants to the President and head of the Office of Government Reports, to both the Domestic Broadcasting and the International Broadcasting Committees. In the event of a national emergency, it is predicted in Washington, Mr. Mellett will head the Government information bureau, which would be the counterpart of the George Creel functions during the first World War. Mr. Mellett, a distinguished editor and publicist, has devoted considerable time and attention to radio in the last few years, during his Government service.

Domestic Members

Members of the Domestic Broadcasting Committee and their alternates are:

Neville Miller, President, NAB, chairman; Andrew D. Ring, FCC assistant chief engineer, secretary; Harry C. Butcher, vice-president, CBS (alternate, Paul Porter); W. E. Macfarlane, president, MBS (alternate, Louis G. Caldwell); Frank M. Russell, vice-president, NBC; Harold A. Lafount, president, National Independent Broadcasters (alternate, Andrew W. Bennett); Lowell Mellett, Office of Government Reports; G. L. Best, engineer, AT&T (alternate, H. H. Carter); William D. Boutwell, chief, Radio Section, Federal Radio Education Committee; John Shepard 3d, president, FM Broadcasters Inc.; W. G. H. Finch, president, Finch Telecommunications Inc. (alternate, James W. Baldwin); Dr. W. R. G. Baker, National Television Systems Committee; Ellery W. Stone, executive vice-president, Postal Telegraph-Cable Co.; Harvy Otterman, State Dept.; Louis Pitcher, executive vice-president, U. S. Independent Telephone Assn., (alternate, Clyde S. Bailey).

Members of the International Broadcasting Committee are: Walter C. Evans, Westinghouse, chairman (alternate, F. P. Nelson); P. F. Siling, FCC international section (alternate for Gerald C. Gross) secretary; Nelson Rockefeller, Coordinator of Commercial & Cultural Relations Between the American Republics (alternates, James W. Young, Don Francisco, Edmund Chester); Harry C. Butcher, vice-president, CBS; Robert S. Peare, manager of broadcasting, General Electric Co.; Neville Miller, president, NAB; John F. Royal, vice-president, NBC; Rear Admiral Stanford C. Hooper, Navy Dept.; Lowell Mellett, Office of Government Reports; Thomas Burke, chief, Division of International Communications; Walter S. Lemmon, president, World Wide Broadcasting Corp. (alternate, Prof. William Y. Elliott).

Hogan & Hartson Firm Is Appointed by NBC

RETENTION of the firm of Hogan & Hartson as Washington counsel for NBC, with Philip J. Hennessey Jr., former staff attorney, as special counsel for the network, was announced Jan. 10 by A. L. Ashby, vice-president and general counsel of NBC.

The Hogan & Hartson firm heretofore has represented CBS in Washington. Duke M. Patrick, former general counsel for the Federal Radio Commission, is radio specialist for the firm. Mr. Hennessey is moving his offices to the Hogan & Hartson suite in the Colorado Bldg. and will collaborate with Mr. Patrick in the handling of NBC matter. He will retain his general radio practice.

CBS is represented in Washington by Paul A. Porter, attorney who heretofore worked with the Hogan firm on special matters. The CBS Law Department in New York, under General Counsel Ralph F. Colin and General Attorney Joseph H. Ream, also is available for Washington matters.

Graybar Transfers Jones

GEORGE I. JONES, Washington sales representative of Graybar, has been transferred to Graybar's Atlantic District, with headquarters in Philadelphia, as manager of the technical equipment department. His Washington duties have been taken over by Leslie H. Whitten, general communications sales manager.

WHEN Sports Commentator Graham McNamee (center) went to Pasadena, Cal., to give color description during the NBC broadcast of the Rose Bowl football game Jan. 1, Harry M. Ticknor (left), past-president of the Pasadena Tournament of Roses Assn., presented him, as well as the network, with a parchment scroll "as a token of recognition of and appreciation for a decade and a half of invaluable cooperation and unsurpassed broadcasting achievement." Bill Stern, NBC sports commentator, lends moral support. McNamee on Jan. 1, 1927, broadcast the first Rose Bowl football game heard on the air. It was also the first transcontinental network program to originate from the West Coast.

SCOOP FOR DEBUT
Magnolia Series Gets Break On Plane Crash

MAGNOLIA PETROLEUM Co.'s new 52-week news contract on KRGV, Weslaco, Tex., literally got off to a flying start week of Jan. 4 when the station's news editor, Brad Smith, scored a nationwide beat.

Smith got first word of the forced landing of a big 13-ton Navy seaplane 80 miles northwest of Weslaco on three inches of water at the Santa Fe Ranch. Smith received his tip just before the first Magnolia newscast was to be aired, and after putting a bulletin on the program, left for the scene.

Pilot of the big plane made his way to the home of Richard King Sr., grandson of famed Capt. Richard King, pioneer founder of the Great King Ranch, which adjoins the Santa Fe. King had heard Smith's bulletin of the forced landing and could hardly believe his ears when the Navy officer identified himself.

If You Don't Believe That
WFBL LEADS IN
SYRACUSE TRADING AREA . . .
We'll Prove It To You!

Choose What Type of Survey You Want
Choose Whom You Want to Make It
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AND WE'LL PAY THE BILL

Yes, if you don't believe that WFBL is "FIRST" in the Syracuse Trading area, we will gladly make you a survey—the way you specify—at our own expense. Absolutely no obligation. For further details, write or wire WFBL, Syracuse, N. Y., or Free & Peters, Inc., National Representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

MISSOULA SHORE HAS GROWED!
From 1930 to 1940-
Montana gained 3.1%
MISSOULA GAINED 30.1%
Earnin' and Spendin' more, too. Yes Sir!
KGVO 5000 W. DAY 1260 KC.
MISSOULA, MONTANA
Growing with Western Montana—Central Idaho

NBC Appoints Miller As Director of Talks

WILLIAM BURKE (Skeets) MILLER, formerly director of night programs for NBC, has been appointed director of talks for the network, according to Sidney Strotz, NBC vice-president in charge of programs, to whom Mr. Miller will report. J. de Jara Almonte, formerly assistant to the president, has been named night program manager, succeeding Mr. Miller.

Mr. Miller

Position of director of talks is a new one, created by Mr. Strotz as a part of the realignment of his department announced last month [BROADCASTING, Dec. 15], when the duties were described as coordinating all forum programs, Governmental talks and other programs of conversial or political nature, in cooperation with the program directors of the Red and Blue networks.

SELECTION of members of the cast for *The Star Spangled Theater*, sustaining program heard on the NBC-Blue Sundays, 8-8:30 p.m., is made by listeners who indicate by letter their choice of current Broadway stars they would like to appear on the program and also the plays they would like to hear. The players who get the most votes, if available, are chosen for the broadcast.

HONOR FOR WLWO

Foreign Firms Join Greeting To Shortwave Outlet

WLWO, Crosley international shortwave station in Cincinnati, on Dec. 30 received enthusiastic praise from 590 Toledo business executives, civic leaders and traveling representatives of Toledo industrial firms for its unique broadcast from the annual salesmen's dinner sponsored jointly by the Toledo Chamber of Commerce and the Toledo Assn. of Manufacturers' Representatives. Theme of the meeting was "Toledo Greets the World", with WLWO broadcasting greetings from the gathering to representatives of Toledo firms stationed in far-away lands.

A huge map, erected above the speakers' table, with lights denoting the capitals of the world, registered acknowledgements of the greetings from various cities all over the map. Before the 45-minute broadcast concluded 36 cablegrams had been received from nine Latin American cities, with other wired acknowledgements continuing to pour into Chamber of Commerce offices through the following day. In addition to the WLWO broadcast, a quarter-hour pickup was aired by WLW, Crosley regular broadcast station, with Peter Grant interviewing Toledo industrialists and civic leaders.

Pan American Day at the International Exposition in Cleveland Jan. 13 was also to be climaxed by a WLWO broadcast to Latin American countries, with Jorge Mayoral, Spanish announcer, interviewing South American notables in attendance.

Press Functions Of NBC Shifted

Separate Clip Sheets Begun For Red and Blue Nets

A REORGANIZATION of the NBC New York press division activities along individual network lines, with a division of duties and personnel between the Red and Blue networks, was announced Jan. 6 by Frank E. Mason, vice-president in charge of information for NBC. The daily clip sheet of NBC program publicity on that date was replaced by two new clip sheets, one devoted to Red Programs exclusively and the other to Blue programs.

Richard Spencer, formerly in charge of the single clip sheet, has been appointed editor of the Red Network clip sheet. He will be assisted by Charles Pekor, previously in charge of commercial program publicity (abolished under the new setup), and by Emil Corwin, who formerly handled special publicity assignments.

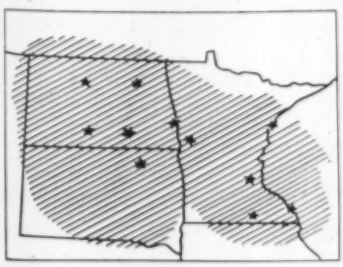
Functions Coordinated

Arthur Donegan, formerly assistant editor of the combined release, is now Blue clip sheet editor, with B. K. Pratt and Warren Gerz as assistants. Mr. Pratt formerly handled special Blue Network publicity and Mr. Gerz acted as a news editor. Photo Editor Florence Marks will serve both papers in that capacity and will continue to handle all requests for pictorial publicity. Other sections of the press division will continue on their present status.

Earl Mullin, assistant press manager, will act as general coordinator for the division, with both clip sheet editors and other section heads reporting to him. William Kostka retains his present title of manager of the division, but the distribution of the new clip sheets nationally instead of only in the East as before adds a national coordination task to his other duties. In addition to the daily Red and Blue releases, a semi-monthly sheet of feature material will issue, also for national distribution. NBC press departments in Chicago and Hollywood will, however, continue their present publicity service to editors in their respective territories, at least for the time being, while the new service is being tested.

5,000 Watts Day
1,000 Watts Night
WMC NBC RED NETWORK
MEMPHIS, TENN.
THE Billion Dollar MARKET
*
Represented Nationally by THE BRANHAM CO.
*
Owned and Operated by
The COMMERCIAL APPEAL
*
MEMBER OF SOUTH CENTRAL QUALITY NETWORK
WMC—Memphis WJDX—Jackson, Miss.
KARK—Little Rock WSMB—New Orleans
KWKH-KTBS—Shreveport

N.C.B.S.**
• REACHES *More* PEOPLE
• *More* EFFECTIVELY
• AT *Less Cost* !!!



N.C.B.S. reaches *more* people *more* effectively at *less* cost than any other medium or combination of media in the rich North Central area of *5 million* potential buyers.

N.C.B.S. offers the plus feature of a complete merchandising program to supplement this coverage. Seven expert merchandising men introduce N.C.B.S.-sponsored products to new retail outlets, service existing outlets, take orders, set up displays and guarantee distribution.

N.C.B.S. merchandising experts recently introduced two products to 700 new retail outlets in six weeks!

Write, wire or phone for details. Ask about the available N.C.B.S. participating shows.

** NORTH CENTRAL BROADCASTING SYSTEM
COMMODORE HOTEL • • • SAINT PAUL, MINNESOTA

*MINNESOTA GROUP: WLOL—St. Paul, Minneapolis • WDSM—Superior-Duluth • KVOX—Moorhead-Fargo • KATE—Albert Lea-Austin • KWNO—Winona • KGDE—Fergus Falls.
DAKOTA GROUP: KRMC—Jamestown • KDLR—Devils Lake • KLPM—Minot • KGCU—Mandan-Bismarck • KABR—Aberdeen.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KSFO, San Francisco

American Chicle Co., Long Island City (Black Jack Gum) 32 *ta*, thru Badger & Browning & Hersey, N. Y.
Bekins Van & Storage Co., Los Angeles, 6 *sa* weekly, thru Brooks Adv. Agency, Los Angeles.
California Prune & Apricot Growers Assn., San Jose, Cal., 6 *sa* weekly, thru Long Adv. Service, San Francisco.
Drs. J. C. & J. A. Campbell, San Francisco (chain dental system), 21 *sa* weekly, thru Rufus Rhoades & Co. San Francisco.
Chrysler Motors, (Dodge Division), Detroit, 8 *ta*, thru Ruthrauff & Ryan, N. Y.
Chrysler Corp., Detroit, 7 *sa* weekly, thru J. Stirling Getchell Inc., Detroit.
Chrysler Corp. (Plymouth Division), Detroit, 12 *sa*, thru J. Stirling Getchell Inc., Detroit.
Colonial Dames, Los Angeles (cosmetics), 13 *sa*, thru Glasser Adv. Agency, Los Angeles.
Compagnie Parisienne, San Antonio (perfume), 6 *sp*, thru Northwest Radio Adv. Co., Seattle.
Day & Night Water Heater Co., Monrovia, Cal., 6 *sa* weekly, thru Hixson-O'Donnell Adv. Co., Los Angeles.
J. A. Folger & Co., San Francisco (coffee), weekly *sp*, thru Raymond R. Morgan Co., Hollywood.
General Motors Corp., Detroit. *sa* series, thru D. P. Brother & Co., Detroit.
Lindsay Ripe Olive Co., Lindsay, Cal., 5 *sa* weekly, thru Lord & Thomas, San Francisco.
Southern Pacific Co., San Francisco (rail transportation), 34 *sa*, thru Lord & Thomas, San Francisco.
U. S. Playing Card Co., Cincinnati, 5 *ta* weekly, thru J. Walter Thompson Co., N. Y.

WNEW, New York

Lewis-Howe Co., St. Louis (Tums), 52 *sp*, thru Stack-Goble Adv., N. Y.
Rap-I-Dol Distributing Corp., New York (hand lotion), 3 *sp* weekly, thru Redfield-Johnstone, N. Y.
Christian Feigenspan Brewing Co., Newark (P. O. N. beer), 156 *sp*, thru E. T. Howard Co., N. Y.
Salz Bros., New York (fountain pens), 24 *sp*, thru S. R. Leon Inc., N. Y.
Pepsi-Cola Co., Long Island City, 39 *sa*, thru Newell-Emmett Co., N. Y.
Marlin Firearms Co., New York (razor blades), 78 *sa*, thru Craven & Hedrick, N. Y.
Natl. Ass'n of Engine & Boat Mfrs., New York (Motor Boat Show), 3 *sa*, thru Cowan & Dengler, N. Y.
K. Arakelian Inc., New York (Mission Bell wines), 1196 *sa*, 312 *sp*, thru Firestone Adv. Service, N. Y.
Feminine Products, New York (Arrid), 111 *sa*, thru Small & Seiffer, N. Y.

WBBM, Chicago

Lever Bros. Co., Cambridge (Spry), 4 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Bulova Watch Co., New York, 70 *sa* weekly, thru Biow Co., N. Y.
Phillip's Petroleum Co., Bartlesville, Okla., 3 *sp* weekly, thru Lambert & Feasley, N. Y.
Melville Shoe Corp., New York (Thom McAn shoes), 3 *sp* weekly, thru Neff-Rogow, N. Y.

WOWO, Fort Wayne

Peter Paul Inc., Naugatuck, Conn. (Walnettes), 156 *ta*, thru Platt-Forbes, N. Y.
Dairy Assn. Co., Burlington, Vt. (Kow-Kare), 39 *sa*, thru Hays Adv. Agency, Burlington.
Wm. H. Wise Co., New York (books), 9 *t*, thru Northwest Radio Adv. Co., Seattle.
Olson Rug Co., Chicago, 65 *sp*, thru Presba, Fellers & Presba, Chicago.

KGO, San Francisco

Popular Science Publishing Co., New York (magazine), 3 *sa* weekly, thru Joseph Katz Co., N. Y.
Chrysler Corp., Detroit (Plymouth cars), *sa* series, thru J. Stirling Getchell Inc., Detroit.

WOR, Newark

P. Lorillard Co., New York (Friends, Briggs smoking tobacco), 13 *sp*, thru Lennen & Mitchell, N. Y.
Peter Paul Inc., Naugatuck, Conn. (candy), weekly *sp*, and 6 *sa* weekly, thru Platt-Forbes, N. Y.
Hartz Mountain Products, New York (bird seed), weekly *t*, thru Geo. H. Hartman, Chicago.
F. G. Vogt & Sons, Philadelphia (meat products), 5 *sp* weekly, thru Clements Co., Philadelphia.
Pure Food Factory, Mamaroneck, N. Y. (food products), 2 *sp* weekly, thru H. B. LaQuatte Inc., N. Y.
Wene Chick Farms, Vineland, 3 *sp* weekly, thru Shaffer-Brennan-Margulis Adv., St. Louis.

KPO, San Francisco

Carnation Co., Milwaukee (milk), 3 *sp* weekly, thru Erwin, Wasey & Co., N. Y.
Peter Paul Inc., Naugatauk, Conn. (candy), 5 *sp* weekly, thru Brisacher, Davis & Staff, San Francisco.
Industrial Training Institute, Chicago, weekly *t*, thru James R. Lunke & Associates, Seattle.
North American Accident Insurance Co., Newark (insurance), weekly *sp*, thru Franklin Bruck Adv. Agency, N. Y.
White Labs., Newark (Choz), 3 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Blue Ribbon Books, New York, 6 *sa* weekly, thru Northwest Radio Adv. Co., Seattle.

KECA, Los Angeles

Stein Bros., New York (clothing chain store), 9 *sa* and *ta* weekly, thru Allied Adv. Agencies, Los Angeles.
Flamingo Sales Co., Hollywood, (nail polish), 3 *sa* weekly, thru Milton Weinberg Adv. Co., Los Angeles.
Inness Shoe Co., Los Angeles (chain shoe store), 2 *sa* weekly, thru Ruth Hamilton Associates, Los Angeles.
Ex-Lax Mfg. Co., Brooklyn (laxative), 5 *ta* weekly, thru Joseph Katz Co., N. Y.

WMCA, New York

Vitex Hair Institute, New York (hair treatments), 39 *sp*, thru Gotham Adv., N. Y.
Postal Telegraph-Cable Co., New York, 14 *sa*, thru Biow Co., N. Y.
Crawford Clothes, New York, 1560 *sa*, thru Al Paul, Lefton Co., N. Y.
Purepac Corp., New York (Flemex), 455 *sa*, thru Klinger Adv., N. Y.
Lewis-Howe Co., St. Louis (Tums), 52 *sp*, thru Stack-Goble Adv., N. Y.

KMPC, Beverly Hills, Cal.

National Schools, Los Angeles (technical training), 6 *sp* weekly, thru Huber Hoge & Sons, N. Y.
B-Z-B Honey Co., Alhambra, Cal., (bottled honey), 6 *sp* weekly, thru Glasser-Gailey & Co., Los Angeles.

WGN, Chicago

John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), weekly *sp*, thru Henri, Hurst & McDonald, Chicago.
Pepsi-Cola Co., Chicago, 5 *ta* weekly, thru D. T. Campbell Inc., Chicago.
Clicquot Club Co., Chicago (Clicquot Club), 20 *sa* weekly, thru Schwimmer & Scott, Chicago.
Heileman Brewing Co., LaCrosse, Wis. (Old Style Lager Beer), 5 *sa* weekly, thru L. W. Ramsey Co., Chicago.
Studebaker Corp., South Bend (autos), 6 *sp* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Blackstone Products, New York (aspirin), 3 *sp* weekly, 52 weeks, thru Raymond Spector Co., N. Y.
Nelson Bros. Co., Chicago (furniture), 6 *sp* weekly, 37 weeks, Geo. H. Hartman Co., Chicago.
Crowell Publishing Co., New York (Woman's Home Companion), weekly *sp*, 52-week renewal, thru McCann-Erickson, N. Y.

KFI, Los Angeles

White Labs., New York (Chooz), 7 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Ex-Lax Mfg. Co., Brooklyn (laxative), 5 *ta* weekly, thru Joseph Katz Co., N. Y.
Kellogg Co., Battle Creek (All-Bran), 10 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
Los Angeles Soap Co., Los Angeles (White King soap), 5 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.
Flamingo Sales Co., Hollywood (nail polish), 4 *sa* weekly, thru Milton Weinberg Adv. Co., Los Angeles.
Peter Paul Inc., Naugatuck, Conn. (Mounds candy bars, Ten Crown gum), 4 *sp* weekly, thru Brisacher, Davis & Staff, San Francisco.
Kay's Jewelry Co., Long Beach, Cal. (chain jewelry store), weekly *sp*, thru Sidney Garfinkel Adv. Agency, Los Angeles.
E. Fougera & Co., New York (Vapex), 3 *ta* weekly, thru Small & Seiffer, N. Y.
Charles E. Hires Co., Philadelphia (root beer), 3 *sa* weekly, thru O'Dea, Sheldon & Canaday, N. Y.

WAJR, Morgantown, W. Va.

West Penn Co., Fairmont, W. Va. (public utility), 3 *sp* weekly, direct.
Cumberland Brewing Co., Cumberland, Md. (Old Export beer), 24 *sa*, direct.
Red Top Brewing Co., Cincinnati (Red Top Beer), 30 *sa* weekly, thru Joseph Adv. Agency, Cincinnati.

WHN, New York

Mona Manet, New York (cosmetics), 91 *sa*, thru Lester Harrison Associates, N. Y.
Roxy Theater, New York, 2 *sa* daily, thru Kayton-Spiero Co., N. Y.
Friday Magazine, New York, 156 *sp*, thru H. C. Morris & Co., N. Y.

A GOOD TIME was had by all this Hollywood group, celebrating renewal for 52 weeks by Standard Brands of the weekly NBC serials, *One Man's Family* and *I Love a Mystery*. Both are written by Carlton E. Morse (right), caught with a group of NBC Hollywood executives (l to r): John Swallow, Western division program director; Tracy Moore, Pacific Blue network sales manager; Alex Robb, manager, Artists Service.

Public Ownership Opposed by Crane

Asserts Radio Will Progress By Private Competition

EDUCATORS who formerly espoused Government ownership of broadcasting have come to the conclusion that such a development is "undesirable and dangerous", according to Dr. A. G. Crane, president of the University of Wyoming and chairman of the National Committee on Education by Radio. Dr. Crane, a Republican, is mentioned as a strong candidate for the vacancy on the FCC created by the retirement of Col. Thad H. Brown several weeks ago.

Recognized as a leader in radio educational circles, Dr. Crane, in an address over KDFN, Casper, Wyo., Jan. 2, observing that station's eleventh birthday affirmatively supported radio by the American plan. Dr. Crane several years ago was the spokesman for the educational group supporting allocation of a fixed percentage of broadcasting facilities for educational purposes and carried the battle to Congress, where it died a-borning.

Free Play to Genius

Asserting that as chairman of several national radio committees he had studied radio as an instrument of democracy, Dr. Crane said his group had now come to the conclusion that technical advancement of broadcasting "will proceed faster through the free play of American genius in private competition, with Government acting only as the umpire to enforce fair traffic rules". He continued:

"We believe that avenues to the air should be kept open as freely as natural limitations will permit for all those offering constructive service to the listening public. We believe in promotion of school and local public broadcasting stations as a part of an American system demonstrating public service in ways less freely open to business enterprise. We believe that the discovery, the training and the presentation of America's best can be achieved, through cooperation of all parties interested in making radio an effective instrument of democracy. The listeners' welfare is paramount."

In addition to his chair at the university and his chairmanship of the national committee, Dr. Crane also is chairman of the Radio Committee of National Assn. of State Universities and Land Grant Colleges and chairman of the Rocky Mountain Radio Council. In the latter capacity, he was instrumental in organizing the Rocky Mountain Radio Council, now furnishing programs to 19 stations in Colorado and Wyoming.

It has a membership of 28 institutions and citizens' organizations and is supported by contributions from foundations and individuals. Maintaining central broadcasting studios in Denver, the council in the first nine months of its existence developed 795 broadcasts from 16 organizations, including music, entertainment, current history, science, agriculture, literature, economics and public issues.

Radio Advertisers

CENTRAL CHEVROLET Co., Los Angeles (new and used cars), heavy users of Southern California radio time, on Jan. 1 renewed all existing contracts and is currently using from three to seven transcribed and live one-minute announcements weekly on KFI KECA KHJ KNX, and in addition a total of 27 per day, seven days a week, on KFAC KFWB KFVD KRKD. Firm also sponsors participation six times weekly in *Late Evening News* by Knox Manning on KNX. Agency is Stodel Adv. Co., Los Angeles.

AMBER LION Co., Long Beach, Cal. (shampoo), on Jan. 27 starts using participation five times weekly in the combined *Happy Homes, Let's Play Bridge* and *Eddie Albright* programs on KHJ, Los Angeles. Contract is for 13 weeks. Firm is also currently sponsoring thrice weekly participation in *Art Baker's Notebook* on KFI, that city. Agency is Chas. H. Mayne Co., Los Angeles.

CHRYSLER DEALERS of Philadelphia have renewed on WFIL, Philadelphia, effective Jan. 5 for another 13 weeks the MBS participating quarter-hour commentary by Dorothy Thompson, heard Sundays from 8:35 to 9 p.m. M. H. Hackett Inc., New York, is the agency.

NATIONAL Motor Boat Show, held in New York Jan. 10-18, is using approximately 50 half-minute, minute and 5-minute spots on the following New York stations to promote attendance to the show: WOR WEAF WABC WJZ WMCA WEVD WQXR WHN. Cowan & Dengler, New York, is the agency.

GREAT CHINA FOOD PRODUCTS, Chicago (chow mein), new to radio, on Jan. 27 starts a three-week campaign of six one-minute announcements weekly on WMAQ and WBBM, Chicago. Agency is Martin A. Pokrass, Chicago.

RAILROAD MEN'S Federal Savings & Loan Assn., Indianapolis, for the second consecutive year is sponsoring the high school basketball broadcasts over WIRE, Indianapolis, placed direct. Package includes *Basketball Scoreboard* on Friday and Saturdays 10:15-10:30 p.m. and play-by-play descriptions on three Saturdays during the Indiana State tourney.

SKRUDLAND PHOTO SERVICE, Chicago, on Jan. 6 started a 13 week varying schedule of one-minute announcements on WLW, Cincinnati. Agency is Newby, Perron & Flitcraft Inc., Chicago.

CANADIAN CHEWING GUM Co., Toronto (Dentyne, — Chicets), on Jan. 1 started transcribed spot announcements varying from three weekly to daily, on 14 Canadian stations. Account was placed by Baker Adv. Agency, Toronto.

GOOD HUMOR FOOD MFG. Co., Toronto (breakfast food), on Jan. 5 started *Ken Soble's Amateurs* on CFCF and CKAC, Montreal; CKCO, Ottawa; CFRB and CKCL, Toronto; CFRC, Kingston, Ont., Sun. 12:30-1 p.m. (EDST). Agency: Metropolitan Broadcasting Service, Toronto.

UNITED DRUG Co., Toronto (Rexall), renewed on Jan. 10 for 1941 three weekly live spot announcements on 37 Canadian stations. Account was placed by Ronalds Adv. Agency, Toronto.

PHILIP MORRIS & Co., New York (Philip Morris cigarettes), on Jan. 4 started a weekly half-hour participation in the *National Barn Dance*, WLS, Chicago. Contract for 13 weeks was placed by the Biow Co., New York.

COOK PRODUCTS Co., San Francisco (Girard salad dressing), is sponsoring Stella Unger's transcribed *Hollywood Headliners* series thrice-weekly on KGO, San Francisco. Rufus Rhoades & Co., San Francisco, handles the account.

WELCH GRAPE JUICE Co., Toronto, is on the air for the first time in Canada with 20-minute morning musical program five times weekly on CFRB, Toronto. Account was placed by Cockfield Brown & Co. Ltd., Toronto.

IT'S OLD STUFF by now, this Christmas business, but at WOWO-WGL, Fort Wayne, they're still relishing memories of the stations' Christmas business, some of which is draped on this Christmas Tree —$7,000 worth, for the benefit of the statistically inclined. Hovering around the contract-draped evergreen are (l to r) Paul Mills, salesman; J. B. Conley, manager; Frank V. Webb, sales manager.

SERVICE DRUG STORES, Chicago (282 chain stores), heavy users of local radio in the drug field, in December started five weekly half-hour transcribed programs *Make Believe Danceland* on WCFL, Chicago. In addition firm is sponsoring *Music Lovers* six weekly one-hour recorded concert music programs, making a total of 8½ hours commercial time weekly. Agency is Goodkind, Joice & Morgan, Chicago.

LINDSAY RIPE OLIVE Co., Lindsay, Cal. (olives), through Lord & Thomas, San Francisco has purchased participations daily on the Galen Drake *Housewife's Protective League* on KSFO, San Francisco, and the Fletcher Wiley *Housewives Protective League* on KNX, Hollywood. Account is for 52 weeks.

CANADA STARCH Co. Ltd., Montreal (corn syrup), expanded its *Crown Brand Sports Club* on Jan. 6 to five times weekly on CBL, Toronto, placed by Vickers & Benson, Toronto.

D. L. & W. COAL Co., Buffalo, N. Y. (Blue Coal), added on Jan. 2, CFPL, London, Ont., and CKCR, Kitchener, Ont., to the stations carrying *The Shadow* weekly in Ontario. Account handled by Vickers & Benson Ltd., Toronto.

KSCJ Sioux City Iowa
The Journal
5000 Watts Day
1000 Watts Nite
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

FULL TIME FOR WTRY
Night and Day Coverage of the Nation's 23d Market
5 to 10 MV throughout the Troy-Albany-Schenectady Metropolitan District. Low Rates
WSYR Syracuse
WKNE Keene, N. H.
An H. C. Wilder Station
WTRY Troy, N.Y.
1000 Watts Full Time, 950 K. C.
• Authorized
Represented by RAYMER

The CANADIAN ASSOCIATION OF BROADCASTERS extends best wishes for 1941 to its numerous friends in Canada and the United States and congratulates BROADCASTING on its enterprise in publishing weekly.

PUZZLED about radio coverage of the Detroit area? Don't be. You can wrap up this big market with just one important package — CKLW. It'll be the thriftiest buy on your entire schedule, too — because CKLW's vast able-to-buy audience "says it with purchases" that keep your sales-cost down to rock-bottom!

IN THE DETROIT AREA-IT'S

CKLW

5,000 Watts Day and Night

CLEAR CHANNEL

Joseph Hershey McGillvra—Representative

MUTUAL BROADCASTING SYSTEM

COCA COLA BOTTLING Co., Los Angeles, placing direct, sponsored four daily quarter-hour play-by-play descriptions of the 16th annual Los Angeles Open Golf Championship at Riviera Country Club, that city, on KMPC, Beverly Hills, Cal., Jan. 3-6 inclusive. In addition, Penfold Golf Balls Inc., New York, through Blaker Adv. Agency, that city, sponsored a series of daily five-minute interviews with golf headline players and film celebrities attending the matches. A. G. Spaulding & Bros., New York (golf balls), through Ferry-Hanly Co., that city, used a total of 26 spot announcements preceding and following the play-by-play descriptions and interviews which were handled by Gary Breckner and John Canady, commentators.

FLAMINGO SALES Co., Hollywood (finger nail polish), frequent user of West Coast radio time, on Jan. 1 started for three months using three and four spot announcements per week respectively on KFI and KECA, Los Angeles. Firm will expand coverage to include other California stations. Milton Weinberg Adv. Co., Los Angeles, has the account.

KLEIN SOUP Co., Los Angeles (cube soup), new to radio, in a nine week test campaign which ends Feb. 6 is using daily participation in *Andy & Virginia* on KMPC, Beverly Hills, Cal. Agency is Glasser-Gailey & Co., Los Angeles.

McCADE GRAIN Co., Winnipeg, has started a weekly program on CKCA, Kenora, Ont. Account was placed by A. McKim Ltd., Winnipeg.

PURE OIL Co., Chicago, on Jan. 13 started a 13 week thrice-weekly five-minute transcribed program on WAKR, Akron. Leo Burnett Co., Chicago, handles the account.

CHICAGO FURNITURE MART, Chicago, on Jan. 5 started a weekly quarter-hour participation on the *Sunday Sunshine* program on WBBM, Chicago, for 13 weeks. Account is currently sponsoring a weekly quarter-hour transcribed musical program on WAAF, same city. Newby, Peron & Flitcraft, Chicago, placed the business.

TUCKETT'S Ltd., Hamilton, Ont. (Wing cigarettes) has renewed for 1941 its four spot announcements daily on about 40 Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

PEOPLE'S CREDIT JEWELERS, Toronto (chain stores) on Jan. 1 renewed six weekly newscasts on CKCO, Ottawa; CHML, Hamilton, Ont.; CKCL, Toronto; CHNS, Halifax; and CKCW, Moncton, N. B. Account was placed by MacLaren Adv. Co., Toronto.

PLANTERS NUT & CHOCOLATE Co., Toronto (peanuts), has started a weekly musical program on CKAC, Montreal. Account was placed by Clark Locke Ltd., Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Supersuds) on Jan. 1, started six weekly transcribed announcements before and after newscasts on a large number of Canadian stations. Account was placed by L. J. Haegerty & Associates, Toronto.

OLD BEN COAL Corp., Chicago (Green Marked-Stoker coal), on Dec. 30 renewed for 13 weeks its six-weekly news commentary programs on WGN, Chicago, 7:25-7:30 a.m. featuring *Alexander McQueen's Nothing But the Truth* program. J. R. Hamilton Adv. Agency, Chicago, is agency.

HUDSON MOTOR Co., Chicago, on Jan. 2 renewed its thrice-weekly news commentary program featuring Billy Repaid on WGN, Chicago. Schwimmer & Scott, Chicago, handles the account.

STANDARD HATCHERIES, Decatur, Ill. and Terre Haute, Ind., (chicks), on Jan. 1 started a 13-week schedule of seven 10-minute weekly news periods featuring Fran Booton on WDZ, Tuscola, Ill. Shaffer Brennan Margulis Adv. Co., St. Louis, is agency.

LOOKING with hungry anticipation upon a 65-pound fruit cake while Harrison Holliway, general manager of KFI-KECA, Los Angeles, prepares to cut, are (l to r) Clyde Scott, sales manager of the two stations; *The Family Doctor* who remains anonymous because of medical ethics, and Winifred Scott, commercial traffic manager. The cake, presented to the KFI-KECA staff by William C. Baker Co., Ojai, Cal. (soy and lima bean products), sponsors of *The Family Doctor*, on the latter station, is a replica of one the firm sends to the White House each year.

Francis Honored

CLARENCE FRANCIS, president of General Food Corp., New York, has accepted honorary chairmanship of the program committee for the 37th annual convention of the American Advertising Federation of America. The convention meets at Hotel Statler, Boston, May 25-29.

Squibb Executive Changes

CARLETON H. PALMER, president of the E. R. Squibb & Sons, New York, who has been with the firm for 36 years, has been elected chairman of the board. Lowell P. Weicker, who joined the organization in 1928 as manager of European interests, was elected to the presidency. Mr. Palmer will continue in the capacity of chief executive, while Mr. Weicker will continue in charge of advertising.

RALPH BRUBAKER, sales manager of Haas, Baruch & Co., Los Angeles (wholesale grocers), on Jan. 2 became western division sales manager of Carnation Milk. Carnation has moved its western headquarters from San Francisco to Los Angeles.

DAIRY ASSOCIATION Co., Lyndonville, Vt., on Jan. 13 joins the list of participants on John Thorpe's RFD 1020 farm program heard daily on KYW, Philadelphia, to advertise Kow Kare, placed thru Hays Adv. Agency, Burlington, Vt.

MORRIS PLAN BANK of Virginia is sponsoring W. E. Débnam, Norfolk newspaper editor on WRVA, Richmond, in a twice weekly commentary for 26 weeks. Program originates at Richmond.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS

DAY AND NIGHT

COLUMBIA AND MUTUAL NETWORKS

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

TRANSCRIPTIONS

STANDARD Program Library announces the following new subscribers to its transcription library: WTCM, Traverse City, Mich.; WNAC-WAAB, Boston; WICC, Bridgeport, Conn.; WEAN, Providence; WINS, New York; WISN, Milwaukee; KYA, San Francisco; WORK, York, Pa.; KELO, Sioux Falls, S. D.; WBIG, Greensboro, N. C.; WEBR, Buffalo, KWLK, Longview, Wash.; WMBD, Peoria, Ill.; KTHS, Hot Springs, Ark.; KRE, Berkeley, Cal.; WORD, Spartanburg, S. C.; WGY, Schenectady.

ART RUSH Inc., Hollywood production unit, in association with the Orsatti Agency, Beverly Hills, Cal., talent service, has produced the first quarter hour transcribed episode of *Red Ryder*, based on the comic strip adventure series. It is being presented for sponsor consideration.

BENNETT-DOWNIE Corp, Hollywood production unit, has started to produce a new transcribed series titled *Good Companions*. Designed for Sunday broadcasting, the quarter-hour series of homey philosophy and music will be in 39 episodes. It is being cut by Cinamatone Studios, Hollywood. A merchandising plan is to accompany the show.

Ripley Shirt Sponsors Lone Star Chain Series

RIPLEY SHIRT MFG. Co., Dallas, has signed for 13 Sunday afternoon quarter-hours on KGKO, Fort Worth-Dallas, and the Lone Star Chain, according to James W. Pate, LSC managing director.

C. L. Douglas, author, is writing the series and using the title of his book, *Cattle Kings of Texas*. Each broadcast will dramatize a colorful episode from the life of a Lone Star cattle baron. Range ballads will be supplied by the Cass County Kids.

Other LSC stations in addition to KGKO are KTSA, San Antonio, and KXYZ, Houston. Grant Adv. Agency, Dallas, has the account, with Jimmy McClain of the agency handling production.

Vallee's Juke Movies

RUDY VALLEE, star of the NBC *Rudy Vallee Show* sponsored by National Dairy Products Corp., (Sealtest), has entered the coin-in-the-slot movie machine business as president of the newly-organized Vis-o-graph Corp. of America, headquartered at 7000 Santa Monica Blvd., Hollywood. Besides manufacturing and distributing the movie juke boxes, the firm will also make and distribute 16 mm. musical films. Vallee will appear in and also supervise production of the films. Three have been completed with Vallee as the star, and two with Gertrude Niesen featured.

EIGHT members of the commercial staff of KTAR, Phoenix, and their sponsors were entertained with a week-long New Year trip to Southern California. The trip was a present for topping a stiff business quota in a six-week year-end sprint. Making the trip with their wives were Dick Heath, commercial manager, Brick Miller, Cecil Jackson, Bill Harvey, Harold Gates and Harold Ritter, salesmen. Mary Lou Watson, commercial department secretary, and her husband also made the trip.

SERVICE IN STRIKE
WCKY Roundtable Leads to Drama in Studio

NEW facts on the trolley-bus strike in two Northern Kentucky counties were brought to light in a round-table discussion on WCKY, Cincinnati, with both sides participating. Newspapers picked up the information divulged on the roundtable, arranged by L. B. Wilson, WCKY owner.

The strike started Dec. 15, tying up public transportation for 150,000 Kentuckians and thousands of Cincinnatians having business across the river. Drama was enacted in the studios when City Manager C. O. Sherrill, of Cincinnati, learning new information during the broadcast in which he participated, tried to organize an immediate conference between conflicting interests. At the roundtable were (l to r) Mr. Sherrill; J. A. Zanger, v-p Brotherhood of Railway Trainmen; Carl Ebert, Newport, Ky., city solicitor; O. David Zimring, counsel, Amalgamated Assn. of Street, Electric Railway & Motor Coach Employes; Robert Armstrong, Amalgamated representative; Bill Robbins, WCKY announcer and moderator of the program.

Houston Hearing

APPLICATION of West Publishers Inc., publishing newspapers in Dallas and Austin, for a new regional station in Houston on Jan. 7 was designated for hearing Jan. 7 by the FCC. The company seeks 610 kc. with 1,000 watts power fulltime in Houston, and also is applying for an outlet in Austin. Applications filed for Corpus Christie and Dallas by the company recently were withdrawn.

Song Plagiarism Action Names Benny and Other

A $250,000 plagiarism suit, naming Jack Benny, star of the NBC *Jack Benny Show*, sponsored by General Foods Corp. (Jell-O), Dennis Day, singer on that program, and others as defendants, was filed in Los Angeles Federal Court Dec. 31, by Ellen Kelty, Hollywood songwriter. She charges that they "lifted" portions of her song, "I'd Know You Anywhere". Miss Kelty contends in her suit that she composed and copyrighted the song in 1937. Later, she averred, the defendants exploited a song by that same title, "which was largely copied" from her original composition. Miss Kelty asked an injunction, an accounting of profits and damages based thereon of "not less than $250,000". Also named as defendants are Kay Kyser, ASCAP, RKO Radio Pictures, Brigham Vocco and Conn Inc., and 1,000 John Does.

Why is a North Dakota snow storm and KFYR alike?

Because they both give you 100% Coverage! You can depend on that

Let us tell your story

550 Kilocycles
NBC Affiliate

KFYR

5000 Watts Day
1000 Watts Night

Meyer Broadcasting Company
Bismarck, N. Dakota
Ask any John Blair Man

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C.

MISSISSIPPI STAYS AHEAD!

Jackson Business Activity in February will continue to exceed the National Average—Forecast, Sales Management.

Mississippi Retail Trade has increased 60%; Wholesale Trade 36.3% over 1935. —1940 U. S. Census.

Invest your advertising dollars with WJDX — Mississippi's Dominant Radio Station.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

Agencies

JOHN U. REBER, J. Walter Thompson Co., New York, vice-president in charge of radio, arrived in Hollywood on Jan. 9 for two weeks of conferences with Danny Danker, Southern California vice-president of the agency, and to also check on network shows produced by that organization on the West Coast.

LOGAN & ROUSE Inc., Los Angeles, has expanded to larger quarters and is now occupying penthouse offices in the Pacific Finance Bldg., 621 S. Hope St., that city. Jerrold C. Arnold, vice-president, has been elected executive vice-president of the agency, with Miss Van Davis, account executive, being elevated to vice-president.

HILLMAN - SHANE Adv. Agency Inc., Los Angeles, has moved to new and larger offices in the Orpheum Theatre Bldg., 846 S. Broadway. Telephone number remains the same.

MRS. HESTER HUNTER, formerly of J. Walter Thompson Co., Chicago, has joined the staff of Sherman & Marquette, Chicago as a copywriter.

HENRY KLEIN, of the Philip Klein agency, Philadelphia, was married to Naomi Becker January 12.

P. ARTZT, formerly with Buchanan & Co., New York and the Joseph Katz Co., New York, has been appointed copy director of Weiss & Geller, New York.

BENJAMIN F. HOLZMAN, for several years manager of Eddie Cantor, has joined the Hollywood staff of Wm. Morris Agency Inc., talent service. Besides doing general talent agenting, he will also work on radio production. Holzman continues as Cantor's representative.

Prockter Joins Biow

BERNARD J. PROCKTER, for 12 years with CBS as assistant program director, supervisor of CBS owned and operated stations, and lately as sales service manager, has joined the staff of Biow Co., New York, as account executive. William C. Gittenger, CBS vice-president in charge of sales, announced that the position left vacant by Mr. Prockter would remain temporarily unfilled. Torrence E. Danley will serve as acting sales service manager.

Robson Named V-P

WILLIAM N. ROBSON, West Coast radio director and manager of Lennen & Mitchell, with headquarters in Hollywood, has been appointed vice-president in charge of radio, and is being transferred to the agency's New York offices Jan. 15. Sam Pierce, who recently joined the Hollywood staff as producer, succeeds Robson. Pierce formerly was radio director of Raymond R. Morgan Co., Hollywood.

Y & R Branch Reopens

YOUNG & RUBICAM on Jan. 6 reopened its recently closed San Francisco office in the Russ Bldg. and placed Robbins Milbank, formerly of McCann-Erickson, in charge. H. W. von Morpurgo, formerly director of public and industrial relations for Paraffine Companies Inc., will join the San Francisco staff after several months in the New York office.

CARROLL NYE, formerly Lord & Thomas, Hollywood continuity writer, has joined Young & Rubicam Inc., that city, as assistant to Jack Sayers, agency West Coast publicity director.

RICHARD MARVIN, New York radio director of Wm. Esty & Co., is in Hollywood to check network programs produced by that agency, and for conferences with William R. Moore, West Coast manager. Agency produces the CBS *Blondie* and *Al Pearce* shows, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes).

B. W. GUNN radio director of J. Walter Thompson Co., Chicago, will take a complete rest for approximately four months. Mary Lou Wickard, secretary to Mr. Gunn, is acting as temporary replacement.

CHARLES C. SCHONEMAN and E. Bradford Hening have organized their own advertising agency in Philadelphia, opening offices at 1211 Chestnut St. as the Schoneman-Hening Agency.

ALBERT E. MORGAN has been made a vice-president of Richard A. Foley Adv. Agency, Philadelphia. He will be in charge of production.

H. V. PETERSEN, formerly manager of the Montreal office of James Fisher Co. Ltd., has joined the Montreal staff of Lord & Thomas of Canada Ltd.

ALEXANDER PHARE, of R. C. Smith & Son Ltd., Toronto agency, an authority on the origin of place and family names and quaint figures of speech, spoke on the Canadian Broadcasting Corp. national network Jan. 13 on "Graphology".

Meyerhoff Heads Agency As Neisser Leaves for Post With Food Concern

WALTER R. NEISSER, since 192[illegible] partner and secretary-treasurer of Neisser-Meyerhoff, national advertising agency with offices in Chicago, Milwaukee and Los Angeles, on Jan. 1 withdrew from that organization to become secretary of Wyler & Co., manufacturer of soups and bullion cubes.

Mr. Meyerhoff

Arthur E. Meyerhoff, president, will continue as sole owner of the firm which is now titled Arthur Meyerhoff & Co.

Before entering the agency field Mr. Meyerhoff was manager of the circulation and promotion department of the *Wisconsin News*, Milwaukee. In 1929 he resigned his position with the publication to enter the advertising agency business in Milwaukee, founding the firm of Neisser-Meyerhoff. By 1932 the business of the company had so expanded that it became necessary to open branch offices in other cities. The home office of the agency was then transferred to Chicago.

Personnel of Arthur Meyerhoff & Co. will remain intact with no one as yet named to hold the position of secretary-treasurer.

Mrs. Firestone's Song

NEW THEME song of the *Voice of Firestone* program, heard Mondays on the NBC-Red, was written by Mrs. Idabelle Firestone, widow of the late Harvey Firestone. Titled, "If I Could Tell You," the composition replaces "In My Garden," also written by Mrs. Firestone who, in addition to being an accomplished pianist, has in past years composed many unpublished melodies.

HOLLYWOOD Radio Producers' Club has resolved itself into a new organization, the Academy of Radio and Television Sciences. Organized to advance the production and technical divisions of the radio industry and to promote cooperation with leaders in television, the group will function under its initials, ARTS. Wayne Griffin, producer of BBDO, Hollywood, has been elected president, with Carroll O'Meara, assistant manager of Young & Rubicam Inc., that city, as secretary. Paul Richenbacker, executive assistant to Danny Danker, vice-president of J. Walter Thompson Co., is chairman of the Academy Committee.

E. SHERMAN PERLMAN, formerly vice-president and account executive of Frank R. Steele & Assn., Chicago, on Jan. 1 resigned to accept a similar position with Lane, Benson & McClure, Chicago.

EVELYN LYMAN, for five years office manager of World Broadcasting System, Chicago, on Jan. 6 joined the radio department of Sherman & Marquette Inc., Chicago agency.

920 CLUB

BOSTON'S BIGGEST RADIO PROGRAM

(Participating)

Fifteen outstanding success stories available upon request.

WORL

Myles Standish Hotel

BOSTON

WDBJ for Western Virginia

ROANOKE • CBS

5000 watts day, 1000 watts night

FREE & PETERS, Inc., National Representatives

Representatives

JOHN BLAIR & Co. has moved its offices in St. Louis to Suite 349-50 Paul Brown Bldg., and the new telephone number is Chestnut 5688. Miss Ruth Sullivan has joined the staff as secretary to J. Chris Hetherington, St. Louis manager.

KMMJ, Grand Island, Neb., has named Headley-Reed Co., Chicago, as national representatives.

RADIO ADVERTISING Corp., New York, announces that Henri W. Moller resigned from that organization, effective Jan. 1.

FRED C. WITMER, for the last three years with the radio department of Blackett-Sample-Hummert Inc., Chicago agency, on Jan. 6 joined Joseph Hershey McGillvra, station representatives, same city.

GEORGE ROESLER, for the last 15 years active in the radio industry, on Jan. 3 joined the Chicago office of The Foreman Co., national representative firm.

KTMS, Santa Barbara, Cal., has appointed Paul H. Raymer Co., as national representatives.

HOWARD H. WILSON Co., representatives, recently established new offices at 4404 White Bldg., Seattle. Hal Pierce has been placed in charge by Homer Owen Griffith, Pacific Coast manager, who headquarters in Hollywood.

ALICE SHEPHERD, formerly assistant to the radio director of Blackett-Sample-Hummert Inc., Chicago, on Jan. 6 joined John Blair Co. as head of the promotion department and secretary to Paul Ray, of the sales department.

A & S Lyons Partners

A. & S. LYONS, New York and Hollywood radio talent agency, has announced three new partners in the firm, effective Jan. 1. They are Donald D. Stauffer and William R. Stuhler, both members of the company, and Nat Wolff, who has been conducting his own talent agency since June 15, 1940, when he resigned from Myron Selznick Inc., Hollywood. The three partners will function on radio matters creating new programs, as well as in stage and motion picture activities. Mr. Stauffer resigned two years ago as vice-president in charge of radio of Young & Rubicam, New York, to join Lyons, while Mr. Stuhler became a member of the Lyons firm three years ago after having been radio director of Young & Rubicam.

GREETINGS to Hugh B. Terry (left), recently promoted from sales manager to manager of KLZ, Denver, were extended Jan. 3 by Roy S. Durstine, president of the New York agency bearing his name. Mr. Durstine spoke at a banquet of the Colorado Manufacturer's Assn., and was interviewed on KLZ.

R & R Names Casey

MATTHEW J. CASEY, formerly of Hearst Magazine Corp. and one of the founders of Differential Wheel Corp., on Jan. 8 was appointed vice-president and manager of the Detroit office of Ruthrauff & Ryan. He succeeds Ellis J. Travers, transferred to the agency's New York executive staff to take charge of promotional work. Mr. Casey at one time was associated with Young & Rubicam.

WCAU May Abandon Play-by-Play Baseball

HOME GAMES of major league baseball clubs in Philadelphia, the Athletics and Phillies, will be broadcast next season despite the sharp retrenchment contemplated by radio in carrying play-by-play descriptions. Concern over the baseball broadcasts arose when the clubs were apprised that CBS-operated stations plan to drop daily baseball programs in favor of daytime serials.

WCAU, Philadelphia CBS affiliate, has made no decision and it is expected the station will continue carrying the Shibe Park games. However, final action will not be taken immediately by Dr. Leon Levy, president. If it is decided not to carry the games, it was disclosed that WCAU would have them transferred to another station. Last season WIP carried daily play-by-play descriptions of both clubs for Atlantic Refining Co., feeding the broadcasts to a limited regional network. Sponsorship of the WCAU games last season was split between Socony Vacuum Oil Co. and General Mills, each carrying three days a week.

WCAU has the exclusive broadcasting rights for the Phillies games, reportedly purchasing the rights for five years for $72,500, and still has four years remaining on the five-year contract. Atlantic Refining Co. has two more years of a three-year contract remaining of its exclusive rights to broadcast the A's games. An agreement entered into between Atlantic and WCAU enables both parties to broadcast the games of either club. General Mills has an option on the 1941 broadcasting of the Phillies games on WCAU. Should the station decide not to carry baseball games in 1941, WCAU would still retain the exclusive broadcast rights, necessitating any sponsorship to clear through WCAU.

Prof. Quiz Film

ALEXANDER SMITH & Sons, Yonkers, N. Y., which starts Feb. 1 with a 13-week campaign of thrice-weekly programs featuring a woman commentator on six New England stations [BROADCASTING, Dec. 15], has prepared a 30-minute film, starring Profesor Quiz and Bob Trout, CBS announcer, to put over its sales story. The picture, titled "Right — 100% Right", was made by Audio Productions, Long Island City, and will be shown to Alexander Smith sales clerks giving them high points on how to match Smith rugs with a housewife's draperies or wallpaper. Anderson, Davis & Platte, New York, is agency.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Indiana's Leader for 1940—Makes "Bigger and Better" Plans for 1941

In INDIANA only WFBM can give you ALL these PLUS services featuring your program in newspapers, stores, theatres and taxicabs:

- Year-round advertising schedule in Indianapolis Times
- Outstanding window displays in leading stores
- Eye-catching rear tire cover posters on city's largest taxi-cab fleet
- WFBM NEWS—4-page illustrated promotional leaflet carried in these cabs
- Special interior displays in principal department stores
- Screen trailers and other publicity tie-up in city's leading stage and picture theatres

WFBm
THE HOOSIER STATION
THE ONLY BASIC CBS OUTLET IN INDIANA

TO REACH THE HOOSIER MARKET—IN INDIANAPOLIS USE
WFBm
NATIONAL SALES REPRESENTATIVE—THE KATZ AGENCY

Monopoly Denied In Network Brief

MBS, However, Takes Other Position In Argument

A SHARP clash of opinion on whether the "door of opportunity" remains open in the network broadcast field was registered by NBC and CBS on one hand and MBS on the other in supplemental briefs filed Jan. 2 with the FCC in connection with the Dec. 2-3 oral arguments on the Network-Monopoly Committee report.

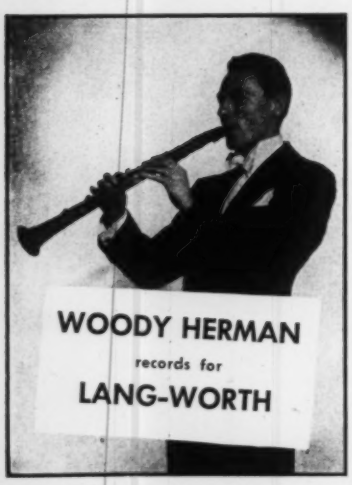
NBC and CBS maintained that competition in the network field today points to anything but monopoly, and cited MBS's own successful rise in the field to bear out the point. Taking the opposite view, MBS averred that CBS and NBC had so completely tied up desirable facilities, through long-term affiliation contracts with exclusivity clauses and time options, that little was left for MBS. MBS also observed that formation of an adequate fifth network would be "very difficult".

Nine Nets Possible

The dissertations upon the competitive aspects involved in the network situation were offered upon a request by FCC Chairman Fly at the December oral arguments. The briefs filed by the three networks also indicated a similar split in opinion on the jurisdictional question, with MBS holding that the FCC "has ample power under the Communications Act of 1934" to invoke rules designed to break up the alleged monopoly, and NBC and CBS holding just as firmly that the Commission should not promulgate rules such as the seven proposed regulations previously advanced, citing everything from Congressional intent to Supreme Court decisions [BROADCASTING, Dec. 15].

In addition to the briefs from the three national networks, the FCC also received briefs from Yankee Network, Independent Artists' Representatives, Associated Music Publishers and Roy L. Albertson, licensee of WBNY, Buffalo, N. Y., all of whom attacked present network operations.

PACIFIC GREYHOUND LINES, San Francisco (bus transport) on Jan. 5 celebrated its fifth consecutive year in radio on the West Coast and its third consecutive year on MBS in the Western states. Company sponsors *Romance of the Highways* with program originating at KFRC, San Francisco.



AAAA-NAB Order Form

(*Continued from page 9*)

every contract would be in force no less than 28 days.

In case a broadcast is omitted or interrupted due to cause beyond the station's control, the contract provides the station is liable only for a pro rata reduction in time charges. Thus, if three minutes of a quarter-hour program were missed in one way or another, the station would be liable only for rebate for one-fifth of the quarter-hour charge. The new firm also provides that the station has the right to cancel a contracted broadcast in favor of "any event which it deems to be of public importance".

Discounts and Rates

With rate structure based on the most-favored-nation principle, the contract form specifies that additional time purchases under the contract, within a year of the first broadcast, qualify all purchases under the contract for whatever frequency discounts may be granted. Other provisions of the "rates" item, which some stations may find not adapted their rate policies, according to the NAB, include:

If the station revises rates or discounts, the contract may be extended for not more than 52 weeks from the effective date of the revision at the original rates and discounts; if additional time is bought, the rates and discounts prevailing at the date of the contract apply to the additional time for a period of 52 weeks from the effective date of rate or discount revision; all broadcasts placed under the contract within one year from the date of the first broadcast may be combined to earn frequency discounts, except that announcements cannot be combined with five-minute or longer programs for this purpose.

The form also specifies that agency program material shall comply with the NAB code.

The "indemnity" section deals with responsibilities of station and agency or advertiser in litigation brought by a third party, with the station delegated as defendant or "indemtor" in any action involving "station material" and the agency in any action involving "agency material". The indemnitor is given full and complete control of the defense in litigation, and is responsible for payment of damages or costs that might arise from the judgment.

The NAB-AAAA committee, appointed to work out the new form with the AAAA timebuyers' committee, is headed by Harry C. Wilder, owner of WSYR, Syracuse, N. Y. Other members include R. L. Harlow, Yankee Network; Richard H. Mason, WPTF, Raleigh, N. C.; Edward Petry, Edward Petry & Co.; Frank A. Seitz, WFAS, White Plains, N. Y.; Dale Taylor, WENY, Elmira, N. Y.; Lee B. Wailes, Westinghouse manager of broadcasting; Paul F. Peter, research director and Russell P. Place, counsel of NAB.

Members of the AAAA committee are Ned Midgley, BBDO, chairman; C. T. Ayres, Ruthrauff & Ryan; Carlos Franco, Young & Rubicam; William Fricke, AAAA; Fred Gamble, AAAA.

Ormandy Balks

OPEN CLASH between a symphony orchestra and ASCAP, the first since ASCAP music went off the air Jan. 1, came to light Jan. 7 when Eugene Ormandy, conductor of the Philadelphia Orchestra, announced he would ignore an ASCAP ban on at least one selection during the orchestra's Jan. 17 broadcast on MBS. He declared that he will direct the orchestra in his own arrangement of Handel's suite from "Water Music", to which ASCAP claims rights, on the program and expressed the hope that "the radio stations will have the courage to go along with me". Mr. Ormandy said he had applied for ASCAP but since he had not "signed anything", he was not a member.

ASCAP Authors Get Miller Letter

ON JAN. 1, 1941, the NAB sent an open letter to authors and composers who are members of ASCAP which started out as follows: "This open letter comes to you from more than 600 radio stations representing every section of the United States. Beginning today, it becomes unlawful for any one of us to use on any one of our programs any song or other musical composition written by any one of you."

Just about the same time ASCAP addressed an open letter to radio advertisers, radio artists and radio listeners, which began this way: "Beginning New Year's Day exactly 1,166 of America's outstanding composers and authors are to be barred from the air by the joint decree of CBS, NBC and MBS."

Sort of Silly

Continuing that the "small group of ASCAP officials to whom you long ago turned over the rights to all of your music" has spotted spies throughout the country to catch any slip on the part of broadcasters so they may "call down upon our heads the penalties of the copyright law," the NAB letter continues that "to you who know that, from the very beginning, we have been your largest and best-paying customer, this must seem a silly situation."

Citing the things about ASCAP "which you know and of which you personally do not approve," the letter reviews also the broadcasters' attempts to negotiate a new contract with ASCAP and the constant rebuffs they received from the Society's management, concluding:

"So now for a time we are not allowed to play any of the music which any of you have written. But it can't be forever. Sooner or later ASCAP's management — or new management—will change methods which even a Federal Court has recently denounced as illegal. And when ASCAP changes these methods it will be ready to do business on a business basis with a friendly industry which is and always has been its best potential customer.

"For we want your music. We want to give our listeners all of the best of all kinds of music. And we want to pay for music when we use it.

"But—if only because our very use of the air is lent to us by the people—we want to keep radio's opportunity an opportunity for *all* composers and authors. That includes those of you who are extremely well paid as well as those who have not been getting what we consider your share of what radio has been paying. It also includes those thousands of composers and authors who are not ASCAP members."

ASCAP's Charges

ASCAP's counter blast states that "on New Year's Day exactly 1,166 of America's favorite composers and authors are to be locked out, frozen out, starved out. Fantastic? But true . . . Everything from symphony to swing by 1,166 of America's favorite composers ruthlessly ordered off the air.

"CBS, NBC and MBS needed music as the last link in their chain. So they jointly combined to organize their own music publishing firm, BMI. They have granted it a practical monopoly of broadcasting music. . . . Beginning New Year's Day the practical effect of this monopoly will be that only music 'subject to its control' will be permitted on the air, and all other music will be boycotted. This is the real story of why ASCAP is to be barred from the air."

The ASCAP letter concludes: "We recognize the problems of bandleaders, musicians, artists. And of advertisers, who invest great sums in shows on the understanding that the chains would supply them with that quality of music used as an inducement for them to buy time on the air. Above all, we recognize a responsibility to the public which needs the inspiration, stimulation and relaxation of music to maintain its morale in these trying times. Broadcasters, Advertisers, Talent—Let's Please the Public!"

INS

More news and more words per hour on speedier teletypes. More material for more newscasts—result, more sponsors. That's INS.

INS

Problem of Bands on Remotes Clears as Formula Is Devised

Copyright Insurance of $1,000,000 Is Taken Out By BMI to Cover Its Printed Selections

QUESTION of who should assume responsibility for infringements of ASCAP music if such should arise became a major issue shortly after Jan. 1 and for a time it looked as if many name orchestras would drop their sustaining programs entirely rather than sign the indemnity agreements offered them by the networks. For a time several bands did cancel their late evening sustaining shows, but by the end of last week the situation appeared to be straightening out.

After Glenn Miller, Eddy Duchin, Sammy Kaye and other leaders had refused to sign the agreements offered them, NBC on Jan. 5 issued the following explanation of its request: "Seeking to clarify the misunderstanding on the part of certain band leaders on the question of indemnifying the network against the inadvertent use of unlicensed music during a broadcast, particularly broadcasts originating outside the studios, NBC announced today the problem was under consideration and a solution was expected to result in mutual protection for both parties.

A Check on Licks

"The sole purpose in seeking protection in the playing of uncopyrighted and unpublished music," the announcement continued, "is to guard both parties against the ever-present danger of an individual musician unconsciously inserting a passage from an unlicensed tune during a 'hot lick' or an 'ad lib' on the air, particularly on remote broadcasts such as hotel or night club pickups."

Joseph H. Ream, secretary and general attorney of CBS, explained Jan. 6 that CBS was concerned only with the out-of-studio pickups, where the network and its employes are powerless to stop an improvisation that might be an infringement until it is too late. "Only the band leader can prevent this from happening," Mr. Ream stated, "and we feel that he should be willing to accept that responsibility." He expressed the belief that the situation was more confused than serious and that it would soon be settled.

While neither NBC nor CBS had made any official statements of settlement by Jan. 10, practically all bands scheduled to perform remote broadcasts were heard at the regular times by that date. Andrew D. Weinberger, attorney for Artie Shaw, Richard Himber, Shep Fields and Raymond Scott, stated that he had worked out a satisfactory arrangement with the networks.

In essence, this plan is that each band leader submits to the network a week in advance the complete orchestrations of all numbers to be included in any broadcast. The network clears these numbers and agrees to accept responsibility for any infringement suits brought. If, however, the band leader permits his men to improvise or make changes or additions to the scores submitted and cleared by the networks, he assumes responsibility for any infringement suits based on such material.

Other Agreements

Lee V. Eastman, attorney for Sammy Kaye, Bob Chester and Frankie Masters, said that he had made similar arrangements for these orchestras, the networks indemnifying material submitted and cleared in advance and the leaders indemnifying material performed but not included in the scores.

David Mackay, attorney for Glenn Miller, said that the arrangement worked out for his client differed somewhat from those just cited. Miller agreed to use only material in the BMI catalogs or published by his own company, Mutual Music Society, and that the performing rights in the latter's catalog had all been cleared through BMI. Since BMI indemnifies all tunes whose rights it cleared, Miller was thus able to resume his sustaining program without assuming the responsibility for infringement suits that might arise from his broadcasts.

An executive of the WOR program staff said that all of the bands playing remote broadcasts and the management of the places from which these remotes originate have made satisfactory arrangements with the station.

BMI on Dec. 31 wired all member stations that it "had taken out $1,000,000 of copyright insurance, effective at midnight that night, covering the BMI catalog and protecting member broadcasting stations and their advertisers, advertising agencies and performing artists. Coverage was obtained from three companies: Seaboard Surety Co., $250,000; underwriters at Lloyd's London, $250,000, and Indemnity Insurance Co. of North America, $500,000."

It was explained at BMI headquarters that this insurance covers the BMI, Marks, Peer, Cole and other catalogs whose performance rights are licensed through BMI. Any advertiser, agency or station who is sued for alleged infringement on one of these selections has only to refer the case to BMI, it was explained, which in turn passes it along to the insurance companies for defense.

This refers only to the printed arrangements copyrighted by BMI, but any leader wishing to use his own special arrangement of one of these tunes can submit that arrangement to BMI 48 hours before his broadcast for clearance. If an infringement is found, BMI will notify the leader, and, when cleared, copyright the arrangement which then falls under their indemnity.

Anchors Aweigh!

TEMPEST in a teapot which developed among Washington network offices and the U. S. Navy Band over ASCAP music has gone up in steam. Band Leader Charles Benter, an ASCAP member, asked the Society to grant his band permission to play its tunes in its regular weekly concerts over NBC and MBS. ASCAP was quick to grant the okay, but NBC smelled a rat and said "no go"—reason being that the network's legal minds felt that regardless of the waiver they were still open to prosecution under the copyright laws. MBS sat tight with no statement but when time came for band to go on MBS it submitted BMI or other non-ASCAP music for clearance. The Navy Band isn't scheduled for NBC again until Jan. 15, but it's non-ASCAP or no music.

Texas State to BMI

TEXAS STATE Network, which last summer signed up with ASCAP amid a great fanfare of publicity, the first network if not the first broadcasting company to accept an ASCAP license for the time following Dec. 31, 1940, has quietly become a BMI subscriber as well, it is learned on good authority, although TSN is understood to have asked that no publicity be given its BMI contract. Reason for the change of face is said to be BMI's control of performing rights to such a large percentage of the cowboy ballads, hillbilly songs and Latin American tunes, all favorite types of music with listeners in the Southwest.

WNEW Names Price

IRVING PRICE, formerly in the field of retail advertising and promotion, has been appointed promotion manager of WNEW, New York. Mr. Price's retail associations include national retail advertising director for Sears, Roebuck, Chicago; advertising director for L. Bamberger & Co., Newark; and assistant advertising manager for R. H. Macy & Co., New York.

AFRA REDRAFTING ITS DISC FORMULA

AMERICAN Federation of Radio Artists is starting to redraft the transcription code which it expects to have accepted in the near future. Lengthy conversations with a committee representing the manufacturers of transcriptions last summer have given the union committee a clear understanding of what terms and conditions are acceptable to the industry, and a further discussion of the subject at the last AFRA national convention disclosed the wishes of the membership. Mrs. Emily Holt, executive secretary of the union, said that she expects little difficulty or delay in negotiating a mutually agreeable arrangement.

Oil Brings Gold to
ILLINOIS
Oil gushers are daily increasing the wealth of the already rich WSOY area. Oil, soy beans, abundant grain crops and hundreds of manufacturing plants give this area ALL the characteristics of an active, responsive test market.
250 WATTS • 1310
FULL TIME
Sears & Ayer, Nat'l Reps.
DECATUR, ILLINOIS
WSOY

Now!

—Jack Benny
—Charlie McCarthy
—Kay Kyser
—Information Please
—Johnny Presents
—Plantation Party
—Pot o' Gold
—Fame and Fortune
—Met. Opera
—Fitch Bandwagon
—Golden Bars of Melody
—General Baking Breakfast Gang
—Adam Hat Sports Parade

Where's your show?

WCBA—WSAN

Lehigh Valley Broadcasting Co.
ALLENTOWN, PA.
NBC RED AND BLUE
QUAKER NETWORK
PENNA. REGIONAL

NEW YORK OFFICE:
30 ROCKEFELLER PLAZA
CIRCLE 7-0228

Studio Notes

REORGANIZING personnel, KGO-KPO, San Francisco, early in January released 14 members from its staffs, including artists, announcers and office workers. Among those affected by the shakeup were Don Thompson, director of special events and a veteran member of the staff; Ira Blue, commentator; Ernie Gill, music director; Dave McNutt, press department; Fred Fiorello, music library; Grant Pollock, announcer; Judy Deane, singer; male quartet—Armand Girard, George Nickson, Roland Drayer, Ed Ulrich; the Three Cheers — Phil-Derry-Hanna; Patricia Sullivan resigned from the continuity department to await the stork. Bob Seal, production manager of KPO-KGO, was appointed manager of the new artists' bureau for the stations, and Glenn Dolberg, program director, is resuming responsibilities for both Seals' and his own position.

TIME-SAVING campaign for the entire radio industry has been conceived by J. R. Poppele, chief engineer of WOR, Newark, who sighs at the labor wasted by the WOR program department in opening the day's continuities in the morning mail. Poppele suggests that all envelopes containing continuities be flagged with a red border so that they might easily be segregated, routed and opened and urges agencies to do so.

THOMAS S. LEE, president of Don Lee Broadcasting System, Hollywood, following an annual custom, presented more than 200 employes with a Christmas bonus, consisting of a percentage of their month's salary.

FOR the third successive year Royal Crown Cola has signed Phil Sutterfield, announcer of WCSC, Charleston, S. C. to do its nightly sports program six nights a week.

Cupid in Capital

ROMANCE is rampant at WJSV, Washington. When Louise Hollinger, secretary, announced her engagement in December it marked the first feminine engagement at the station in eight years. Miss Hollinger was married Dec. 28 to Clayton Miller. Since then the following have announced their intention to step off: Toni Poston of Sportscaster Arch McDonald's office, Carolyn Hardie, assistant to WJSV's Nancy Dixon and Robert Baker, assistant to Sales Promotion Director John Heiney.

FARM BUREAU of WING, Dayton, O., is sending its interviewer Jim Miles directly to the farmer in a new series of back to the farm broadcasts. Miles makes weekly visits to six farmers in each county in the station's coverage area. The interview is transcribed and played back on the *Miami Valley & Home Hour*.

KTSA, San Antonio, and the local dairies cooperated in the annual KTSA Book Drive this year, collecting 8,000 books and more than 10,000 magazines. The book drive was continually plugged before and after programs, with announcements telling listeners that if they would place their books on the porch with their empty milk bottles, the milkmen would pick them up and deliver them to KTSA. In the drive last year over 4,000 books and 7,000 magazines were collected.

BROADCASTS of the *WLS Dinnerbell* program originated at Illinois U, Urbana, Ill., Jan. 7-9 to make special pickups of the annual Illinois Farmers' Week celebration. A feature of the three-day series was *Farm Quiz*, a competition between teams of Illinois and Indiana farmers, directed by WLS Farm Program Director Art Page. A remote control schedule of broadcasts will originate at Purdue U, Jan. 15-17, when Indiana Farmers' Week will be held.

WPTF, Raleigh, has started the *Doings of the Legislature* under sponsorship of BC Remedy Co., Durham, N. C. The daily program features Carl Goerch in day-to-day commentaries on activities of the North Carolina legislature.

A. F. SOMMER, president of the Cincinnati Traffic Safety Council, has recommended state-wide use of the safety campaign recently conducted by WSAI, Cincinnati. The station obtained cooperation of program sponsors in including brief safety hints on most programs. Mr. Sommer has forwarded the plan to Charles A. Wendorf, safety director of the Ohio department of highways, with the suggestion that it be adopted by the Governor's Safety Council for use by stations throughout the State.

WWL, New Orleans, has expanded its music department in conjunction with the switch from ASCAP to BMI. Department personnel includes Irvin Vidacovich, director; James Rush, composer and arranger; Jack Kelly, transcriptions; Ray McNamara, organist; Leon Adams, program checking; Dorothy Griffin, secretary.

KSFO, San Francisco, distributed bonus checks representing a week's salary to all station employes as a Christmas present.

WHK-WCLE, Cleveland, are enlarging their newsroom as well as hiring an additional news editor. Lehman Otis continues as news editor and will be assisted by Ray McCoy, formerly of the Cleveland office of the United Press. Station is buying regular Associated Press state and national news wires on a 24-hour basis beginning March. 1.

ASSOCIATED PRESS news printer has been installed in the WOR-MBS headquarters in New York, for spot news or bulletin service to MBS during the times WOR is feeding programs to the network. This service will not conflict with the regular schedule of three five-minute AP news programs broadcast on MBS from WGN, Chicago. WOR will continue to use Transradio and United Press for the station's own news service broadcasts.

SO THAT they might send holiday greetings to their parents and relatives in Great Britain, Clete Roberts, KMPC, Beverly Hills, Cal., special events director, rounded up a group of British refugee children now living with Hollywood film industry members and transcribed a special half hour interview program. The transcription, sent to New York, was broadcast by short wave to England on Christmas Day via WCBX, CBS international outlet.

KROD, El Paso, Tex., carried a play-by-play broadcast of the New Year's Day Sun Bowl game between the Arizona Bull Dogs and Western Reserve Red Cats of Cleveland, with Morrison Qualtrough, of KROD, and Bob Kelley, of WGAR, Cleveland, at the microphone. The game was sponsored locally by the El Paso Natural Gas Co.

KSTP, St. Paul, had to combat attempt of local theater men to block presentation of its "Sunset Valley Barn Dance," staged each Saturday night in the municipally-owned St. Paul auditorium. Theaters held that the radio show hurt their business and protested to the city's commissioner of education, Axel Peterson, whose department directs the auditorium. Peterson ruled that there was nothing in the city charter preventing station from using the hall and if he was to consider the matter any further operators would have to show losses in black and white.

THE WBBM, Chicago, *Musical Clock* marked its 12th anniversary of continuous morning broadcasts on Jan. 7. Halloween Martin has conducted the programs all during that time. The only important change in the program since its inception is the addition of short news periods to augment the time, temperature and recordings. Sponsors of the program are Nelson Bros. Co., Chicago (furniture); Marks Credit Clothing Co., Chicago; Olson Rug Co., Chicago.

KSO-KRNT, Des Moines, has expanded its office and studio quarters, occupying the 12th and 13th floors of the Register & Tribune Bldg. The new 5,000-watt KRNT transmitter, being erected at a cost of $65,000, is to be completed by Feb. 15.

WHBL, Sheboygan, Wis., this year is broadcasting under local sponsorship both the home and away games of the Sheboygan Redskins, of the National Professional Basketball League. For three years the station broadcast the home games, but this year has expanded coverage to all Redskin contests, running lines for Art Bramhall's play-by-play pickups to Akron, Detroit, Chicago, Hammond, Ind., and Oshkosh, Wis.

FOOTBALL "bowl roundup" idea, conceived by J. Howard Pyle, program director of KTAR, Phoenix, Ariz., wound up Dec. 28 with a 110-station NBC-Blue pickup from New Orleans, Detroit, Phoenix and Hollywood. At New Orleans, Tennessee and Boston College players and coaches were interviewed, with Fort Pearson, Sugar Bowl announcer, chiming in from Detroit. In Phoenix, the Nebraska Cornhuskers were interviewed by Graham McNamee, and Bill Stern quizzed the Stanford Indians in Hollywood, setting the stage for the annual Rose Bowl classic.

PLAN for the people of North Carolina to purchase a bomber for Great Britain is being considered by WPTF, Raleigh. The idea was originally suggested by Carl Goerch, conductor of *Carolina Chats*. The proposal was well received but is being held in abeyance until final clearance is obtained from the British Embassy. Sums up to $100 have already been offered.

. . . but that's only part of the

WDZ TRIPLE MARKET

WDZ blankets an area whose farm income alone totals well over $200,000,000.00 a year! BUT that's just ONE source of the WDZ area's total income. WDZ commands a TRIPLE market. In addition to the prosperous agricultural market, there's the busy urban and industrial markets of Champaign-Urbana, Decatur, Danville, Bloomington and Terre Haute and the booming Southern Illinois oil fields. Hit all three with WDZ!

Write for new easy-to-read brochure compiling full information on WDZ.

HOWARD H. WILSON COMPANY
Special Representatives
New York Chicago San Francisco Kansas City

"CASE HISTORIES"

WDZ pulled 5,062 inquiries for Monarco Oil Company from three 100 word announcements.

•

WDZ received 1360 $1 orders for Gardner Nurseries on one 5 min. program daily, 6 days a week for 13 weeks.

•

WDZ received 1518 Peruna box tops in 7 weeks.

THE SALESPOST OF THE SAG...
WDZ TUSCOLA ILLINOIS
WDZ BROADCASTING COMPANY

EIGHT announcements by Wilbur Ard, the *Song Weaver* of KGKO, Dallas, brought this roof-high stack of more than 1,000 books to start a library for the old folks at the Dallas City-County Convalescent Home. Ard was busy for days on end picking up books from express and post office, many from listeners who took them from their own libraries for the benevolent gesture.

KTAR Opens Studios, New Transmitter Plant

KTAR, Phoenix, Ariz., at 12:01 a.m. New Year's morning went on the air with its new 5,000-watt Western Electric transmitter, broadcasting special ceremonies from the downtown studio and new modernistic transmitter building. In addition to Arizona's first 5,000 watt transmitter, the station employs the inland Southwest's first directional antenna array, according to Dick Lewis, head of KTAR and general manager of the ABC Network [BROADCASTING, Sept. 15]. Formal dedication ceremonies are planned later.

Two series-fed vertical radiators, one 400 feet and the other 300, both locally constructed, are used by the station, operating on 620 kc. In addition to the new air-conditioned transmitter building, located on a 40-acre tract in Northeast Phoenix, the expansion program included remodeling and enlarging the downtown offices and studios atop the Heard Bldg.

INFLUENZA has swept the staff of WKBN, Youngstown. Back on duty after an attack is Will Douglas, announcer. Still on the way to recovery were Warren P. Williamson Jr., president; J. Lothaire Bowden, manager; Theresa Pryor, hostess.

THE STRING ensemble of WBIG, Greensboro, N. C., directed by Margaret Banks, was selected to play at the Jan. 9 inauguration of Gov. Broughton and at the public reception when the Governor was inducted into office.

AGENCY *Appointments*

HILLS BROS. Co., New York, to Biow Co., New York, for Dromedary food products. Radio may be used later this year.

GENERAL COSMETICS, New York, division of Allied Products, New York, to Brown & Thomas, New York. No plans made as yet.

PURE FOOD Co., Marmaroneck, N. Y., to H. B. LeQuatte Inc., New York. Company plans to use spots on participating programs.

ENTERPRISE ENGINE & FOUNDRY Company, San Francisco (Diesel engines, food and chemical processing machinery) to Gerth-Knollin Advertising Agency, San Francisco.

GAGE BROTHERS & Co., Chicago (millinery), to Kuttner & Kuttner, Chicago. Radio to be included.

PINAUD Inc., New York (hair treatment), to Paris & Peart, N. Y.

M-DEX Corp., Los Angeles (proprietary), to Guenther, Bradford & Co., that city. J. C Conway is account executive.

UNION PREMIER FOOD STORES, Philadelphia (super food markets) to J. M. Korn Co., Inc., Philadelphia. Radio has been used extensively in the past.

RAINEY-WOOD COKE Co., Conshohocken, Pa. (Koppers Coke), to Richard A. Foley, Inc., Philadelphia.

TRU-ADE BOTTLING Co., Merchantville, N. J. (Tru-Ade soft drinks), has appointed Wettlin & Co., Camden, N. J., to handle all advertising in the Philadelphia trading area.

M & H SPORTING GOODS Co., Philadelphia, to Julian G. Pollock Co., Philadelphia. Radio is contemplated.

KOKEN COMPANIES Inc., St. Louis (barber and beauty shop supplies), to Gardner Adv. Co., St. Louis.

McKESSON & ROBBINS, New York, to J. D. Tarcher & Co., New York, for Calox toothpowder. No radio plans have been announced.

MORRIS PLAN BANK, Philadelphia (personal loans), to Philip Klein, Philadelphia. Local radio will continue to be used extensively.

LEVER BROS. Co., Cambridge (new Swan soap) to Young & Rubicam, N. Y.

FREED RADIO Corp., New York, to J. D. Tercher & Co., N. Y.

Bonus for Draftees

KMBC, Kansas City, will pay a cash bonus, ranging from one to six months' pay, to its employes called for military service, according to a mid-December announcement by Arthur B. Church, KMBC president, at the station's annual Christmas breakfast. The bonuses, amounting to one month's salary for new employes and as much as six months' for six years or more, are to be paid in lump sums or monthly installments to employes or their designates. Of the more than 100 KMBC employes, 57 are between the 21 and 35-year age limits and several are active members of National Guard and Reserve groups. At the Dec. 18 party, in addition to exchange of Christmas gifts, cash Christmas bonuses were distributed to employes with more than nine months' service.

ADAM HATS, New York, on Jan. 17 will sponsor the world's welterweight championship match between Henry Armstrong and Fritzie Zivic at Madison Square Garden on NBC-Blue, with Sam Taub and Bill Stern at the microphone. Glickmans Adv. Agency, New York, handles the account.

CALL for Mr. Murphy brings three replies at KIT, Yakima, Wash. Not related, they are J. A. Murphy, manager; Harry B. Murphy, chief engineer, and William Murphy, copy writer.

RADIO GOVERNOR
Montana Executive Is Part Owner of KPFA

RADIO claimed another high public office with the inauguration Jan. 6 of Sam C. Ford, of Helena, as Governor of Montana. Gov. Ford, a Republican, is a 10% stockholder of KPFA, Helena, and the station's attorney.

The new Governor is an associate of E. B. Craney, operator of KGIR, Butte, who holds a 40% interest in KPFA. Gov. Ford holds a 10% interest, with Barclay Craighead owning 50%. He became identified with the station upon its creation in 1937 and has been active in its policy operation.

The inauguration message of Governor Ford was carried Jan. 6 over the Z-Bar Network, comprising KPFA, KGIR, KRBM, Bozeman; KGVO, Missoula, and KGEZ, Kalispell. Governor Ford is former Attorney General of Montana and was a judge on the Supreme Court bench. For several years he has been a practicing attorney in Helena.

C P P Publicity Setup

TO HANDLE public relations of the accounts of the Colgate-Palmolive-Peet Co., Jersey City, a new organization, Broadcast Associates, New York, has been formed. Director is Arthur Lockwood, formerly with Reiss Adv., New York, and assistant director is Joseph Hevesi, formerly with Benton & Bowles, New York. A committee of three, one from each of the agencies handling the C-P-P accounts—Thomas Buechner, Ted Bates Inc., New York; Arthur F. Marquette, Sherman & Marquette, Chicago; Carroll Rheinstrom, Ward Wheelock Co., Philadelphia — will act in advisory capacity to the newly formed organization, which is headquartered in the New York offices of the latter agency at 444 Madison Ave.

Actions by FTC

FOLEY & Co., Chicago, has entered into a supplemental stipulation with the Federal Trade Commission according to a Jan. 10 FTC announcement, in which it agrees to cease certain representations for Foley's Honey & Tar Cough Syrup. The FTC also has ordered Philip Morris & Co., New York, to cease certain claims for cigarettes, including Philip Morris, English Ovals, Marlboro and Player's Navy Cut. The FTC early in January issued a complaint against G. Kreuger Brewing Co., Newark, N. J., charging misrepresentations in advertising for Ambassador Beer.

Leigh Crosby Joins Stebbins

LEIGH CROSBY, formerly account executive of Lord & Thomas, Los Angeles, has joined Barton A. Stebbins Adv. Agency, that city, as head of the creative department. He will divide his time between the West Coast and New York offices. Crosby was recently vice-president of Gardner Adv. Co., St. Louis, and for many years an account executive of Blackett-Sample-Hummert, Chicago, and is nationally known in advertising and radio.

ATLANTA
A Fort Industry Market

from

THE BLUE BOOK
of the
Blue Ribbon
Station

A few
of our NBC accounts

- Adam Hats Stores Inc.
- Anacin Company
- Axton-Fisher
- Bisodol Co.
- Cal-Aspirin Corp.
- Colgate-Palmolive-Peet
- Carter Products, Inc.
- Emerson Drug Co.
- Groves Laboratories
- Lever Brothers
- Miles Laboratories
- Williams Company
- Phillips Chemical Co.
- Standard Brands
- Lewis-Howe Co.

Ask a John Blair Man

A FORT INDUSTRY STATION

The Blue Ribbon Station

WAGA

ATLANTA, GA.

New Nationwide Chain For ASCAP Rumored

TALK of a new transcontinental network with headquarters and key stations in New York and Hollywood, to keep ASCAP music on chain broadcasts, persists on the West Coast. Current report is that two major film studios will join with ASCAP in financing such a chain which would weld together some 200 or more independent stations from coast-to-coast.

It is further reported that several major national advertisers, currently sponsoring spot as well as network programs, are interested. If the project is consummated, they have pledged to support it. While other ASCAP spokesmen in Hollywood delay comment, L. Wolfe Gilbert, West Coast liaison of the organization, stated that legal and financial machinery to create the network has already been set in motion.

Others in the know on the West Coast declare that a fourth transcontinental network would not be practical. Station and agency executives express the belief that a "wax network" similar to the recently reorganized Keystone Broadcasting System, would be more feasible. Under such a setup, it was pointed out, transcribed and recorded ASCAP music as well as musical script shows, could be released to stations licensed by that organization.

IT'S BIG!
The MAGIC CIRCLE
More people make more products, earn more wages, and get more for their crops in WBIG's Magic Circle of fifty miles, than any other like area in the southeast.
EDNEY RIDGE DIRECTOR
Columbia Broadcasting System affiliate.
WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP.

BMI Adequate; Study Consent Decree

(*Continued from page 9*)

ecutive boards of the industry groups. It was finally concluded, after much discussion, that the industry should explore the possibilities of procuring an acceptable decree.

The general attitude was that the Department did not have a case against Broadcast Music on monopoly or boycott grounds that would hold water. It was thought by one strong group, led by Mr. Sarnoff, however, that even assuming this was so, it would be desirable to conclude with the Government a stipulation that would meet its requirements and permit BMI to continue its operaions as a formidable compeitor in the music field.

Presumably the position of another group, understood to have been led by Edward Klauber, CBS executive vice-president, was that any decree providing for clearance at the source at this time would work undue hardship. This school of thought felt that clearance at the source should be made conditional upon expiration of current network contracts with affiliates, or when it becomes economically feasible.

When this message was carried to the Department, Mr. Arnold said he could not veer from the principle of clearance at the source, which would make way for a per program or "pay as you use" formula. NBC apparently was entirely willing to agree to the clearance-at-the-source plan, as was MBS through its spokesman Theodore C. Streibert, vice-president of WOR-MBS.

In the deliberations of BMI, President Miller was represented as having concurred in the original view of Mr. Klauber that the clearance at the source be deferred until a more propitious time. John Elmer, president of WCBM, Baltimore, also is understood to have agreed. Niles Trammell, NBC president; John Shepard 3d, Yankee Network president; Walter J. Damm, WTMJ, Milwaukee, and Mr. Streibert were of the opinion that a stipulated settlement should be worked out with the Department. Paul W. Morency, WTIC, Harford, later also concurred in that view, with the result that the conversations were opened the following day.

Members Present

Of the total membership of the joint NAB Executive Committee, BMI Board and IRNA Executive Committee, only one member — Edwin W. Craig, WSM, Nashville —was absent during the Jan. 7 session. He was detained at home because of illness.

Among those present at the sessions, including non-committee members, were Messrs. Sarnoff, Trammell, Frank Mullen, executive vice-president, A. L. Ashby, general counsel, and F. M. Russell, Washington vice-president, for NBC; Messrs. Paley, Klauber, M. R. Runyon, vice-president in charge of stations, Harry C. Butcher, Washington vice-president, John J. Burns, special counsel, and Godfrey Goldmark, counsel, for CBS; NAB Executvie Committee, including President Miller, Mr. Elmer, Mr. Morency, Herb Hollister KANS, Wichita; Don Searle, KOIL, Omaha; John A. Kennedy, WCHS, Charleston; Broadcast Music Directors Miller, Damm, Elmer, Morency and Shepard and Counsel Kaye, and BMI Special Attorney William G. Mulligan; and IRNA executives Samuel R. Rosenbaum, WFIL, Philadelphia, chairmen; Mark Ethridge, WHAS, Louisville; H. K. Carpenter, WHK-WCLE, Cleveland; and Mr. Morency.

The fundamental complaint against BMI is that it is based on ASCAP formula of a blanket license fee. The BMI assessments are based on one-half of the payments made by stations to ASCAP during 1939 — which the Department apparently feels makes it equally culpable with ASCAP. Before a per-program basis of payment can be worked out, the Department contends, clearance at the source must be invoked so that stations then will pay only on programs locally originated in which music of a particular copyright owner is used.

Leading proponent of the view that BMI was headed for trouble under the anti-trust laws because of its ASCAP-like organization was E. B. Craney, general manager of KGIR, Butte, and the industry's most active ASCAP combatant of the last decade. Mr. Craney last August procured from ASCAP an experimental "pay - as - you - use" basis, but it is understood this has never been placed in force. He was in Washington during the week of Jan. 6 but did not sit in the NAB-BMI-IRNA deliberations.

No ASCAP Suits

While ASCAP made much ado about purported wholesale infringements on the air, no formal legal action had been taken up to the time BROADCASTING went to press. Notice had been served that it would proceed against CBS and its affiliated stations, the Texas Co. and Buchanan & Co. because of purported infringement of "Wintergreen for President" on the Fred Allen program Jan. 1. CBS, however, denied that there was any infringement and contended an original theme melody had been used. ASCAP was reported to be recording network and independent station renditions at "listening posts" throughout the country.

Meanwhile, ASCAP continued to indulge in so-called public relations antics reachings heights never before attained even by that well-oiled machine. The public, however, appeared to take it all in a rather disinterested way. Newspaper polls made immediately following the Jan. 1 deadline indicated that the public was almost oblivious of the change. In no few instances, listeners reported they liked the modern arrangements of the old classics and the change from Tin Pan Alley's blatancy.

Reports were current on the West Coast that ASCAP would inspire a new transcription network to assure performances of its tunes. Then there was another report that ASCAP would launch a sponsored program of its own, on a nation-wide basis.

ASCAP gave plenty of advance publicity to a board of directors meeting held Jan. 6, called ostensibly to consider a plan for issuing licenses directly to advertisers, an-

Deal for Composers

NAB has issued a booklet, *A New Deal for Song-Writers*, outlining the basic policies of BMI and ASCAP. Briefly, the policies of BMI are: (1) Authors and composers shall not be tied up in long-term contracts, and shall be free to make other publishing arrangements in addition to BMI at any time. (2) Every BMI composer and lyric writer shall be paid in proportion to the popularity of and demand for his music. (3) Highest royalty rates shall be paid to composers and authors. The booklet concludes that "the immediate future for U. S. composers looks brighter than it has for many years" with the establishment of BMI "to see that American authors and composers are helped and encouraged."

5000 WATTS
in
BOSTON
WMEX
70 BROOKLINE AVE., BOSTON, MASS.

thorizing them to use ASCAP music. The meeting adjourned, however, without taking action and with the only announcement that of "no comment". The advance publicity was that several leading agencies (names not revealed) had asked ASCAP for performing rights licenses, under which they would clear music for the networks.

ASCAP Contracts

Such a development, while talked about by ASCAP in the past, would represent a radical departure from the Society's previous operations, always based on a blanket license to stations, hotels, restaurants and other places where music is performed. Licenses to advertisers would have to be based on a performance arrangement, it is obvious, and this would present the same difficulties of management which ASCAP has claimed are practically insurmountable when broadcasters have requested licenses on this basis.

BMI released an analysis of signed contracts which it claimed showed that of the entire roster of commercial stations, only 60 have ASCAP licenses, upwards of 600 have BMI licenses and 63 have both BMI and ASCAP licenses. The BMI stations range in size all the way from 346 local stations to 50 stations with maximum power of 50,000 watts. They were said to represent more than 95% of the dollar volume of advertising on the air. BMI claimed a total of 674 station members.

It became known that just before the Dec. 31 deadline, ASCAP by telephone and otherwise, offered broadcast stations what in effect amounted to a one-year contract under the blanket license percentage-wise terms, rather than the five-year contract proffered last summer. When asked regarding this development, ASCAP said it finally decided to insert in its five-year license form a clause permitting either party to cancel at the end of any year upon 90 days' notice. ASCAP attorneys, it was disclosed, telephoned stations which had made such a request, notifying them it had been granted. It was added that "in accordance with the ASCAP policy of treating all licensees alike", all stations which had signed with ASCAP were also notified that this same cancellation clause would be available to them.

Asked to comment on a report that the $800,000 fund which ASCAP had held out of its payment to members last year, presumably to build up a "war chest" for the conflict with the broadcasting industry, had been distributed when the Society found this money was subject to heavy taxation, General Manager Paine asserted that an extra distribution had been made. But he registered vehement objection to the term "war chest". This money, he said, had been withheld for later distribution, whereas the ASCAP "reserve fund" or "war chest" had been established years ago, ready for all emergencies.

BMI's METHOD OF ROYALTY FEES

Cent-Per-Performance Method Contrasts With That Of ASCAP; Performances Being Checked

HOW BMI will tabulate royalty payments to composers, invoking for the first time compensation based on the actual number of air performances at the rate of one-cent-per-performance, was outlined Jan. 9 by the industry-owned publishing organization. This method, it was said, is in contrast to the ASCAP system of "classification" which does not take into account whether the music is rarely played or in great demand. Here is the BMI logging method:

BMI stations are divided into seven groups each containing the same number of stations, it was explained by Dr. Paul F. Lazarsfeld, director of Columbia University's Office of Radio Research, who is supervising the work. Each group of stations corresponds closely to the other groups, and any one of them is representative of the BMI membership as a whole.

Checking Performances

The tabulation procedure starts with the checking of all performances of every selection played during January by all stations in two groups. It is estimated that during January the BMI Logging Department will examine and tabulate some 60,000 program hours broadcast by more than 100 stations in all 48 states. In the following months different groups of stations will be analyzed. Despite the seemingly large amount of work involved, the process has been so highly systematized that all details of the checking are done by a staff of 20 girls. BMI regards this as refutation of ASCAP's claim that payment on a "per-use" basis is "impractical and uneconomical".

After the number of performance of two groups of stations is tabulated, a "sample" is taken as a basis for computing the total number of performances for all BMI stations. Thus by using the BMI "sampling" method, a highly accurate count of the total performances of all BMI music played on all 674 stations is made by checking relatively few broadcasts.

Each time a BMI composition is performed on the air, the composer is paid at the rate of one cent per performance per station. It is estimated that popular songs of "Hit Parade" calibre receive from 100,00 to 180,000 performances during the three months when they are hits. Accordingly, BMI composers of such hits would receive from $1000 to $1800 in radio royalties during the most active period of performance of their songs. They would continue to receive compensation in precise proportion to performance each year throughout the life of each copyright, which is 28 years initially and renewable for another 28 years.

INTERNATIONAL HARVESTER Co., Chicago (farm implements), on Jan. 13 started a national spot campaign of six-weekly one-minute announcements in major markets throughout the country. Contracts are of undetermined length. Agency is Aubrey, Moore & Wallace, Chicago.

Producer - Agent Office Opened by James Parks

JAMES PARKS, formerly radio director of General Amusement Corp., Chicago, and onetime head of the radio department of the William Morris Co., Chicago, and assistant to the radio director of Gardner Adv. Co., St. Louis, on Jan. 8 opened the James Parks Co., producer-agent firm at 8 S. Michigan Ave. Telephone is Central 7980.

Carol Bowers, assistant to Bernice Judis, managing-director of WNEW, New York, and prior to that assistant to the head of the radio commercial department of Benton & Bowles, New York, and assistant to the radio director of Blackett-Sample-Hummert, Chicago, will assist Mr. Parks in the new enterprise.

Representation of *Quiz Kids*, NBC-Blue feature sponsored by Miles Labs. (Alka Seltzer), and Arch Oboler, heard weekly over the NBC-Red network on behalf of Procter & Gamble (Oxydol), in addition to the exclusive representation of J. P. McEvoy, nationally-known writer, and Milton E. M. Geiger, writer, will be handled by this organization. Another client is the Louis G. Cowan Co., Chicago, which, in addition to *Quiz Kids*, also controls *Mu$ico*, sponsored in the East by the Atlantic & Pacific Tea Co.; *You Said It*, sponsored on a regional basis by Pure Oil Co., Chicago, and other features.

SHEP FIELDS
records for
LANG-WORTH

RED "SALES" in the SUNSET

Or early morning, or day-time or night-time—the Red makes sales for you in Richmond. For the Red is WMBG—the Red Network outlet in Richmond. A minute spot on WMBG costs only $15.00 night-time rate. A minute on the other leading Richmond Station—night-time rate costs $35.00—Saving: $20.00.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night — and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot —other savings in proportion. Before you buy—get the WMBG story. WMBG-NBC Red outlet—Richmond, Va. ★ National Representative, John Blair Company.

WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

Forbes Says—

BUSINESS IS UP IN WWNC-LAND

Asheville, for the second consecutive month, is listed by Forbes Magazine in the January 1st issue as one of the best places in the United States for concentrating sales activities, for collections, and other promotion activities of business.

WWNC

570 Kc. ASHEVILLE, N. C. CBS

CHNS

HALIFAX
NOVA SCOTIA
The Busiest Commercial Radio Station of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

The Northwest's Best Broadcasting Buy

WTCN

AN NBC STATION

MINNEAPOLIS ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS TRIBUNE and TIMES TRIBUNE.

FREE & PETERS, INC. — Natl. Rep.

Levying of Franchise Taxes on Radio Mentioned as FCC Funds Are Studied

POSSIBLE assessment of franchise taxes on broadcast stations, to defray the cost of FCC operations, was broached Jan. 8 at hearings before the House Subcommittee on FCC appropriations for the 1942 fiscal year beginning next June.

With the revenue requirements of the Government swelled by defense expenditures, questions were asked, it is understood, regarding the possibility of raising funds through assessment of franchise taxes upon broadcast stations and possibly other communications operations.

Defense Funds

Rather than an assessment on a watt basis (it once was suggested that the rate be a dollar-per-watt), the inquiry centered on a percentage of earnings. All past efforts, however, have been dropped because such a tax was construed as discriminatory and it would be unfair not to make similar assessments against other industries regulated by Government. That would mean practically the entire industrial structure of the country.

Rep. Wigglesworth (R-Mass.) it was learned, asked what a 15% tax on station earnings might yield, and FCC Chief Accountant William J. Norfleet calculated it would amount to $2,250,000, based on the $18,000,000 net of 1939. The FCC was asked to supply financial breakdowns for 1939.

The proceedings before the Committee Jan. 8 were regarded as the most harmonious in years. The FCC seeks an appropriation of $4,260,000 for the new fiscal year—an increase of approximately $285,000 over the current appropriations. Of this amount, it asks $1,920,000 for national defense activities, or $320,000 more than the amount allotted for 1941 out of special Presidential funds.

The FCC indicated, through Chairman Fly, that it desires to increase the scope of its monitoring operations and to ferret out espionage and other subversive activities in communications.

Rep. Wigglesworth, as usual, led the questioning, with particular reference to station transfers, experimental authorizations and similar actions which he has attacked in the past. The two-hour session, however, was devoid of the sharp criticism of past appropriation hearings.

All six members of the FCC and heads of the various departments attended the session. The Subcommittee will make its report to the full Committee and thence to Congress within the next few weeks.

Wedding Check

DICK CAMPBELL, program director of KGGF, Coffeyville, Kan., is loyal to the broadcasters' music cause. In looking over music for his church wedding, scheduled for St. Valentine's Day, he struck three numbers from the list. "They've got to be BMI," he cautioned his bride-to-be, Kathleen Misch.

Plane Partners

POOLING their finances, five CBS Hollywood aviation enthusiasts have purchased a new three-place Stinson cabin plane equipped with latest instruments, two-way radio and an 80 horsepower motor. Partners in the deal are Russ Johnston, CBS Pacific network program director; Bob Garred, news commentator; Bruce Piersall, engineer; Bill Goodwin and Wen Niles, announcers, respectively, on the *Blondie* program and *Al Pearce Show*, both sponsored by Camel. Days off from their radio duties determine turns in taking out the ship on flight.

Salisbury Promoted

MORSE SALISBURY, for 10 years chief of radio service for the Department of Agriculture, on Jan. 6 was named director of information of the Department by Secretary Claude R. Wickard. He had been associate director since December, 1938. Before joining the Department in February, 1928, to take the radio post he had been journalism instructor at Wisconsin U. He succeeds Milton S. Eisenhower as Director of Information, with the latter becoming Land Use Coordinator. Mr. Salisbury is nationally known for his appearances on the NBC-Blue *National Farm & Home Hour* and still appears frequently on that program. Wallace L. Kadderly continues as Chief of Radio Service.

Morse Salisbury

Ban Lifted for 'Dimes'

AT THE REQUEST of the Radio Committee of the Committee for the Celebration of the President's Birthday, the FCC announced Jan 8 that it had suspended for the period 11 o'clock to midnight, Jan. 25, the requirements of its rules with respect to station identification announcemens, applicable to all stations carrying the "March of Dimes" program.

WCBM

BALTIMORE, MARYLAND

Affiliated With The

MUTUAL

Broadcasting System

JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*

National Representatives

THE FOREMAN COMPANY

247 Park Ave., New York
Wrigley Building, Chicago

Philadelphia See Public Indifferen

Few Listeners Show Conce Over Music Situation

ONLY SERIOUS casualty in t ASCAP-BMI situation in Philad phia has been the loss of a the song for the Horn & Hardart Ba ing Co.'s *Kiddies Hour* on WCA which feeds the Sunday show WABC. Instead of opening with tune *School Days*, as it has for past ten years, it was necessary substitute an original *Child Day* the tune of *Bicycle Built for Tw*

Although four stations in territory have signed with ASCA WDAS, WIBG, WTEL and WCA officials at the six remaining st tions, including the network st tions, KYW, WFIL, WCAU, W WPEN and WHAT, that ha stopped broadcasting ASCAP m sic said they received no complain from their listeners, nor have a commercial programs been ca celled because of the music situ tion.

Public Reaction

The local press, for the most pa has been pro-ASCAP, both in ne and editorial coverage. Practica every newspaper polled listene and the typical reaction has be that the majority find no differen The *Philadelphia Record*, which h devoted more space to the mu situation than any of the oth four newspapers, reported in Jan. 2 issue on a poll of 26 perso chosen at random from the te phone directory. Results, as give showed that 14 said they detect no difference in the quality of m sical programs, three said th were too busy to listen to the ra and only nine said they noticed difference. Of the nine, only t were bitter.

WDAS, only fulltime station th signed with ASCAP, is pluggi BMI music more than ever. P Stanton, WDAS vice-president a general manager, declared his st tion renewed its ASCAP contra only in self-defense as an econom measure since it could not affo to check its music library for cop rights, but was emphatically o posed to the Society in its fight. He pointed out that the station is charter member of BMI.

Hillary A. Brown, Pennsylva representative for ASCAP, claim he had received a flood of co plaints from listeners tired of t "monotony of programs." Stati spokesmen, on the other hand, r ported no such reaction. Mr. Bro said his office has set up more th 50 "listening posts" in Penns vania.

Precautions Against Sabotag

PRECAUTIONS against sabotage the transmitting plants of WLW Crosley's new international stati WLWO, near Mason, O., are being creased. A new watchtower, 75 f high, is being erected on the grou A 24-hour crew of guards will be on constant duty. A high steel fence cently erected around the property been floodlighted. Twelve guards on duty now, day and night, patrol the grounds. All shrubbery has removed from the property. These creased precautions follow a fire the plant early in the winter. WLWO's metal tuning house burned mysteriously.

Crucial Decisions Face Advertising, Gilman Declares

Must Devote Energies to Part Nation Plays in Conflict

ALTHOUGH advertising is on its way to a new high for 1941, the road is fraught with many difficulties and crucial decisions. So warned Don E. Gilman, NBC western division vice-president, when guest speaker Jan. 8 at the San Francisco Advertising Club. He pointed out that many of these problems are due to changing trade and marketing conditions. Some are governmental, others internal.

Having for his subject "The Outlook for Advertising in 1941", Mr. Gilman compared the present emergency with conditions in 1918, when advertising was inducted into Governmental military service under a Division of Advertising.

Not Yet Enlisted

"In this present world crisis, advertising has not yet been enlisted. It is reasonable to anticipate that in some form during this year we are going to have to lend our talents and energies to whatever part our nation will play in this world conflict. That is going to be a major activity of advertising before this year is over."

Mr. Gilman called attention to the fact that advertisers may anticipate attempted regulations and some law-inspired "ethics", and pointed out that another threat to the billion dollar industry comes from pseudo economists. Faced as they are with the proposed Government emergency spending plan, legislators too are scrutinizing the advertising industry as a potential new source of tax revenue.

"If we approach 1941 with an intelligent understanding of the consumer movement and cooperate with those agencies in advertising and business which are thinking constructively for the consumer and not merely as a guinea pig from which to extract profits and interest, the destructive consumer movements will gain no headway. On the contrary, constructive consumer interest may be developed.

"Alert, active, educational efforts will combat the economic opposition developed in radical quarters and reflected in punitive suits against advertisers and advertising and in attempts to control or destroy it through punitive taxation.

"Our clients have a serious problem—that of increasing local markets to meet the losses in foreign markets; but to offset that we will have a broadened consumer demand through increased earnings and a reduction, if not almost entire elimination, of unemployment. We may anticipate a lowering of the demand for items of luxury. This will be more than offset by the demand for merchandise for normal human comfort. Advertising has a big year ahead of it. Only one question arises: Is advertising ready for it?"

PENNSYLVANIA SALT Mfg. Co., Philadelphia (Lewis-Lye), on Jan. 6 started a thrice-weekly one-minute transcribed announcement campaign on WLS, Chicago. Transcriptions featuring Everett Mitchell, were cut by NBC, Chicago. Contract is for 11 weeks. Agency is Sherman K. Ellis, Chicago.

GRINNING their merriest after receipt of 15% Christmas bonus checks, which followed another 5% bonus, the news staff of WJR, Detroit, gathers at the WJR staff party—(l to r) Edgar A. (Bud) Guest Jr., Jimmy Stevenson, Jack King, Neal Tomy, Duncan Moore.

Funds for Operation of FCC in 1942 Are Increased in Budget to $4,259,729

FCC BUDGET estimates totaling $4,259,729 were included in the budget for fiscal 1942, running from July 1, 1941, to June 30, 1942, sent to Congress Jan. 8 by President Roosevelt. The record-breaking budget figure provides funds for considerable expansion of FCC activity, particularly in fields concerned with national defense, including all types of employes from inspectors and engineers to lawyers and accountants [BROADCASTING, Dec. 15].

Funds appropriated for fiscal 1941 operations of the FCC totaled $2,376,340, which included $175,000 for relocation of FCC monitoring stations. In addition the FCC received $1,600,000 from special Presidential funds for national defense work, a substantial share of which was spent for additional equipment necessary to carry on extensive monitoring activities. The 1942 budget provides an increase of $283,389 over the $3,976,340 made available to the FCC for 1941.

Defense Funds

Going directly to Congress for its national defense funds, rather than securing them from President Roosevelt, the FCC is seeking an appropriation of $1,920,000 for its expanded defense activities. It is thought the vast bulk of this sum will go for salaries and expenses of augmented personnel, since much of the extra equipment needed was purchased out of the $1,600,000 received from the President for 1941.

Further indication that emphasis will be on action during 1942 is seen in the salaries and expense item, totaling $2,315,229, an increase of $138,889 over the 1941 appropriation of $2,176,340. According to the budget outline, this provides continuation of personnel added in 1941, along with additions to the regular FCC field force.

Biggest expansion in personnel is provided in the defense setup, with both departmental and field staffs swelled about one-third. Of the $1,920,000 sought, $1,335,350 would go for personal services, with the remaining $584,650 allocated to other expenses, including supplies, storage, communication service, travel and transportation, rent, technical equipment. According to the budget breakdown, $322,620 was allocated for equipment in 1941, while only $199,935 was set aside in the 1942 figures.

Only unit in the 1942 FCC budget estimates representing a drop from the 1941 appropriation was printing and binding, reduced from $25,000 in 1941 to $24,500 for 1942.

Service Benefits Given Iowa Group Personnel

IOWA BROADCASTING Co., licensee of KSO-KRNT, Des Moines, and WMT, Cedar Rapids, under a policy announced Jan. 6 by Vice-President Luther L. Hill, has outlined a compensation plan for employes called for military training. Under the plan fulltime employes are granted leave of absence not to exceed one year and 40 days, with reemployment assured those receiving a certificate of satisfactory military service.

Each fulltime employe of less than a year's service is to receive four weeks' pay, with 12 weeks' pay for employes with more than one-year service. The company also will maintain, at its own expense, participation in the Equitable Life Assurance Society group life insurance during the absence of employes called for training.

KFRC

MERCHANDISES YOUR PROGRAM!

This complete merchandising and promotion service includes newspapers, magazines, theater trailers, spot announcements, and other general publicity "helps," and plays an important part in the support of KFRC programs.

Districts of NAB To Hold Sessions

NAB DISTRICT meetings will be held in six cities during the remainder of January, according to a tentative schedule arranged by directors in those areas.

Edwin W. Craig, director of District 6, comprising Arkansas, Louisiana and Tennessee, has called a meeting Jan. 13 of broadcasters in this area in Nashville, with Ed Kirby, NAB public relations director, and Carl Haverlin, BMI station relations director, as guest speakers.

Harrison Holliday, director for District 16, comprising lower California, Arizona and New Mexico, has called a meeting for Jan. 17 in Los Angeles. C. E. Arney Jr., assistant to the president of the NAB, will attend.

The 15th district, comprising Northern California, Nevada and Hawaii, will convene Jan. 18 in San Francisco under the chairmanship of Director Howard Lane. The district will elect Mr. Lane's successor.

District 17, comprising Washington, Oregon and Alaska, is scheduled to meet Jan. 22 in Portland with C. W. Myers, president of KOIN-KALE, presiding. Mr. Myers' successor will be named.

John J. Gillin Jr., director for the District 11, comprising Iowa, Missouri and Nebraska, has called a meeting Jan. 25 in Omaha.

Gene O'Fallon, director for the 14th district, comprising Colorado, Utah, Idaho, Wyoming and Montana, has scheduled a meeting for Jan. 27 in Denver.

In Chicagoland
300,000 Lithuanians
Listen and Respond to

THE LITHUANIAN HOUR

Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily

• • •

A few facts:

1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.

• • •

for participation details, write

SALTIMIERAS
RADIO ADVERTISERS
6912 S. Western Avenue
Telephone Prospect 4050
CHICAGO, ILL.

HENRY M. PEASE, vice-president, on Jan. 7 was elected president of International Standard Electric Corp., communications manufacturing subsidiary of IT&T. He succeeds Col. Sosthenes Behn, who has been acting president and who continues as board chairman.

CLEARS LOSE PLEA IN GRANT TO WHDH

WITHOUT a written opinion, the FCC denied Jan. 8 the petitions of the clear channel group of 14 stations and of KOA, Denver, to intervene in proceedings involving the application of WHDH, Boston, for fulltime on 830 kc., clear channel which will be broken down if the WHDH application is granted finally.

In a proposed decision of the FCC Dec. 6, the Commission majority announced its intention of granting the WHDH application. However, a strong minority opinion was filed by Commissioners Case and Craven, with the clear channel group and KOA seeking to intervene in the proceedings [BROADCASTING, Dec. 15-Jan. 1].

The FCC announced simply that it had denied the petition of the clear channel group to intervene. In connection with the KOA petition, since that station is the dominant station on 830 kc., the FCC announced it denied its petition to intervene and had also denied the WHDH appeal for an extension of time for the filing of exceptions. The Commission said it would receive briefs *amicus curiae* from the petitioners and others similarly situated within 20 days.

MANAGER WANTED: Several parttime stations which are combining to form a full time outlet in the New York area desire a manager. Must have record of outstanding accomplishment in radio. Give details in first letter, together with references, compensations, etc. Box 153, Broadcasting.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Combination Engineer - Announcer — give age, qualifications, references and salary expected. Box 134, BROADCASTING.

Licensed Operator state qualifications and salary wanted. Also opening for *experienced announcer* with southern voice. Send recording. *WSAV*, Savannah, Georgia.

Program Director-Announcer—five thousand watt CBS affiliate. Give age, qualifications, references and salary expected. Box 137, BROADCASTING.

Experienced Salesman—for local sales. Five thousand watt CBS affiliate. Population thirty thousand. Give references and complete details. Box 135, BROADCASTING.

Experienced Announcer - Continuity Writer —must be able to take complete charge of Continuity Department. Give age, qualifications, references and salary expected. Box 136, BROADCASTING.

Announcer—who can write copy to work in midwest CBS 1000 watt station. Only applicants who can furnish audition records will be considered. Box 133, BROADCASTING.

An Experienced Radio Advertising Solicitor—between 25 and 32 years, with family, preferably with announcing experience, who wants to advance in an Eastern city of over 100,000 people. Character, credit and ability must stand close scrutiny. Picture and full story first letter. Box 132, BROADCASTING.

SALESMAN — regional network station, north central states, good market, wants experienced local salesman, capable handling all types of accounts. Aged about 35-years. Steady, honest, sober. An opportunity for the right man. Give complete details of your experience and income desired. Box 139, BROADCASTING.

Register With Recognized Employment Bureau—we need salesmen, transradio press operators, combination announcer-operators, others except talent. National Radio Employment Bureau, Box 864, Denver, Colorado.

Situations Wanted

ENGINEER 11 years studio and transmitter experience. Thorough construction knowledge. Prefer Eastern station. Excellent references. Box 150, BROADCASTING.

Engineer—first-class phone license over ten years broadcast experience desires permanent connection. Box 152, BROADCASTING.

Transmitter-Control Room Engineer—three years experience. Excellent references. Reasonable salary. Box 149, BROADCASTING.

Experienced Announcer-Engineer — desires change where there's advancement; young, ambitious, selling experience, good voice. Transcription, details. Box 146, BROADCASTING.

Transmitter-Control Room Engineer — exceptional experience in maintenance and operation at local station. Employed at present with excellent reason for desiring change. Box 142, BROADCASTING.

Station Manager or Commercial Manager thoroughly familiar with all phases of successful station operation. Business go-getter. Best references. Box 148, BROADCASTING.

Situations Wanted (Continued)

Announcer—sports, special events. Experienced play by play all sports. Five years experience. Box 141, BROADCASTING.

Chief Engineer—ten years experience installation, maintenance, operation and supervision broadcast station, regional network. Best of references. Age 34, married. Interested in connection with southern station. Box 147, BROADCASTING.

Assistant Engineer desires change. Southeastern United States preferred. Three years operating and construction experience, also installation work. Capable, willing, dependable, sober. Excellent references. Box 145, BROADCASTING.

Announcer—wishes position with network affiliate. Now employed. Especially trained in ad lib, news and m.c. work. Thirty years old, married, college education. Able to write commercial copy and program script. Can assume duties of program director. Can offer best character and professional recommendations. Address Box 144, BROADCASTING.

Commercial Manager—man with outstanding record for personal sales and directing successful efforts of staff of major market network station past four years seeks permanent connection with well established station. References prove highest character, ability in local sales and splendid reputation in national field. Go anywhere except deep south or extreme east. Box 143, BROADCASTING.

Station Director—desires a change, now operating a mid-west station. Twelve years of experience. Formerly owned and operated my own station successfully. Took over the operation of present property February first 1939. For the first year since the station took the air over two years ago it is a profitable enterprise. Best of references on request. Address Box 151, BROADCASTING.

Station Manager or Commercial Manager thirteen years experience: eight years program including program director and two Midwest stations; five years successful sales including sales manager position just resigned. Thorough knowledge of business. Helped establish three local stations. Also worked 5,000 watt, 10,000 watt and two fifty kilowatt stations. Well known in Midwest as Sports broadcaster. Available immediately. Will appreciate personal interview. Box 140, BROADCASTING.

OPERATOR-ANNOUNCERS AVAILABLE —experienced graduates in Broadcasting, Television, Frequency Modulation, and Commercial Stations now available. Also to work anywhere. Have successful men in leading stations in all sections of country. List furnished upon request. Contact Graduate Relations Dept., National Schools, 4000 South Figueroa, Los Angeles, California.

For Sale

For Sale—Approximately 2000 feet 2-conductor lead covered cable. $37.50. Cost $[illegible]. WPID, Petersburg, Va.

For Sale—Two 196 foot narrow base self supporting galvanized Blaw-Knox towers with insulators. WAPO Broadcasting Service, Chattanooga, Tennessee.

Continuities—to your order. Special dramatized educational historical presentations particularly appropriate for high schools, patriotic societies, sustaining, and professional production. *Drumbeats of American History*, P. O. Box 224, (CP) Pittsburgh, Pa.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
7134 Main Street, Kansas City, Mo.
Branch office, Crossroads of the World
Hollywood, Cal.

RWM
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Broadcast Engineering
Special Equipment Designing
Bowen Bldg. • WASH., D. C. • NA. 6718

Network Accounts

All time EST unless otherwise indicated.

New Business

CARTER PRODUCTS, New York (Carter's Little Liver pills), on Jan. 7 started *Inner Sanctum Mystery* on 57 NBC-Blue stations, Tues., 9:35-10 p.m. Agency: Street & Finney, N. Y.

LOS ANGELES SOAP CO., Los Angeles (White King and Sierra Pine soaps), on Jan. 6 started for 52 weeks *White King News* with Norman Nesbitt, on 31 Pacific Coast Don Lee network stations, Mon. thru Fri., 7-7:15 a.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

GEORGE WESTON Ltd., Toronto (bakers), on Jan. 15 starts *Memoirs and Music* on 12 Ontario and Quebec stations, Wed. 9:30-10 p.m. (EDST). Agency: Richardson-Macdonald Adv. Service, Toronto.

Renewal Accounts

STANDARD BRANDS, New York (Fleischmann's Yeast), on Jan. 6 renewed *I Love a Mystery* on 47 NBC-Blue stations, Mon. 8-8:30 p.m. Agency, Kenyon & Eckhardt, N. Y.

LOS ANGELES SOAP Co., Los Angeles (White King and Sierra Pine soaps), on Jan. 6 renewed for 52 weeks *News by Knox Manning* on 8 CBS West Coast Stations (KNX KARM KSFO KOY KTUC KLZ KROY KVOR), Mon., thru Fri., 2:30-2:45 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

CHAS. H. PHILLIPS CHEMICAL Co., Glenbrook, Conn. (milk of magnesia), on Jan. 31 renews *Waltz Time* on 55 NBC-Red stations, Fri., 9-9:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

R. L. WATKINS Co., New York (Dr. Lyon's toothpowder), on Feb. 2 renews *Manhattan Merry-Go-Round* on 39 NBC-Red stations, Sun., 9-9:30 p.m. Agency: Blackett - Sample - Hummert, N. Y.

BAYER Co., New York (aspirin), on Feb. 2 renews *American Album of Familiar Music* on 65 NBC-Red stations, Sun., 9:30-10 p.m. Agency: Blackett-Sample-Hummert, N. Y.

SUN OIL Co., Philadelphia, on Jan. 24 renews for 52 weeks *Lowell Thomas* on 22 NBC-Blue stations, Mon. thru Fri., 6:45-7 p.m. Agency: Roche, Williams & Cunnyngham, Philadelphia.

Network Changes

BRISTOL-MYERS Co., New York (Sal Hepatica, Ipana), on Dec. 25 shifted *Time to Smile*, on 67 NBC-Red stations, from New York to Hollywood, Wed., 9-9:30 p.m. (EST), with West Coast repeat, 9-9:30 p.m. (PST). Agency: Young & Rubicam, N. Y.

HAVEN OF REST Inc., Los Angeles (religious), on Jan. 13 shifts *Haven of Rest* on 31 Pacific Coast Don Lee stations, Mon., Wed., Fri., from 10-10:30 p.m. (PST), to 8-8:30 p.m.

KTSM

IS YOUR 1941

NBC Outlet

for the

EL PASO Southwest

500 Watt 1350 Kc. Regional

Use KTSM to sell your product in this important market.

STEPPING OUT of his usual character as the singing-wisecracking commentator of the *Sun Dial* on WJSV, Washington, and on transcriptions sponsored by Carnation Co. and others, Arthur Godfrey (left) sported his uniform as a lieutenant commander of the U. S. Naval Reserve as he broadcast the farewell ceremonies when the Third Division of Washington's First Battalion of the Organized Naval Reserve left for active duty in the Canal Zone. Facing him across the mike is Commander Arthur B. McCrary, director of the Naval Reserve for the Washington Area.

WKBW Plans for 50 kw.

WKBW, Buffalo, begins fulltime operations with 50,000 watts about July 1, 1941, and will become the exclusive Buffalo outlet for CBS programs in Buffalo except for a few hours on Sunday, the network has announced. WKWB and WGR now share the CBS service to Buffalo. Also effective with its increased power, the evening hour rate for WKBW on the network will be increased from $350 to $400 for all contracts becoming effective after Jan. 6, 1941. CBS advertisers whose programs were contracted for before that date and whose broadcasts are not interrupted, will be given protection of the old rate until Jan. 6, 1942.

WTAD, Quincy, Ill., has appointed the Howard H. Wilson Co., Chicago, as national representatives.

WABY, Albany, N. Y., on Jan. 13 joins MBS network, its 173d affiliate.

Quaker Net Developing Several New Programs

ROGER W. CLIPP, coordinator and general manager of Quaker Network, regional web covering the Mid-Atlantic States, announced Jan. 29 that in an effort to build the regional's listening audience and commercial potentialities, sustaining shows will be developed by WFIL, Philadelphia, originating key station. Mr. Clipp is general manager of WFIL. Organized essentially for statewide broadcasts during the political campaigns, the Quaker regional came into its own commercially during the last year when Fels-Naptha utilized a string of eight stations for *The Golden Bars of Melody* musical show for three quarter-hours a week. Last month General Baking Co. bought daily quarter-hour periods over 15 stations for a *Breakfast Gang* variety show.

Since line charges are being paid on the basis of an hour a day, Mr. Clipp decided to take advantage of the available time by developing sustaining shows with commercial possibilities for the regional. The present plan is to produce three quarter-hour dramatized shows, a strip program, sports show and news dramatization following the *March of Time* pattern. For the latter, it is planned to record the day's news in the evening, playing it back the next morning to the linked stations. At least one of the shows is expected to get under way before the end of January.

Carter on the Blue

CARTER PRODUCTS, New York (Carter's Little Liver pills), on Jan. 7 started a series of weekly mystery dramas, titled *Inner Sanctum Mysteries*, heard Tuesdays on the NBC-Blue at 9:35-10 p. m. The new series, which is to run 52 weeks, is written by Hyman Brown and features Raymond Johnson. Agency is Street & Finney, New York.

J. ALLEN BROWN, formerly assistant manager, has been promoted to station manager of WHMA, Anniston, Alabama, succeeding John S. Pitts.

Three Sponsors Spread

ALBERT KIRCHER Co., Chicago, has placed increased schedules for two of its accounts and started a test campaign for a third account. Boyd Nurseries, McMinnville, Tenn., currently running a series of spot announcements on two stations, on Jan. 13 started a varying schedule of announcements on several Southern stations. *Candid Eye*, Philadelphia, week-end edition of Philadelphia newspaper, in mid-January will expand its list of stations to approximately 35, using spot announcements and programs. *Poultry Tribune*, Mount Morris, Ill. (magazine), on Jan. 6 started a test campaign of spot announcements on two stations.

KVOR a Bonus Outlet

CBS has announced that effective Jan. 1, KVOR, Colorado Springs, is being offered as a bonus station to advertisers using KLZ, Denver, with rate of the latter station increased from $225 to $250 per evening hour. Advertisers now using KLZ, however, will be charged the old rate until Jan. 1, 1942, while KVOR alone is $50 per evening show.

Canada Dry Basketball

CANADA DRY GINGER ALE Co., New York, on Jan. 7 started a campaign for Spur, using twice weekly quarter - hour programs titled *Hoosier Basketball News*, on WFBM, Indianapolis. Programs give semi-final and final results of high school championship games. If the programs prove successful as a test, later this year the company plans to expand, according to J. M. Mathes, New York, the agency.

Brisk Shave Tests

THE ARMAND Co., Des Moines (Brisk Shave Cream), is currently testing daily early morning announcements on WIRE and WFBM, Indianapolis stations. Product is expected to go on a national spot basis in the near future. Ivan Hill is the account executive for the Russell M. Seeds Co., Chicago agency handling the account.

WHIO
The most effective and economical way
to sell the DAYTON MARKET is through
the radio station that serves it best
WHIO
5000 WATTS DAYTON, OHIO BASIC CBS
NATIONAL REPRESENTATIVE: GEO. P. HOLLINGBERY CO.

CBS IN NEW YORK GETS FM STATION

WITH commercial operation of FM becoming effective at the start of the new year, the FCC on Jan. 7 granted an application of CBS for a new FM station in New York, operating on 48.7 mc. and covering 8,500 square miles with an estimated population of 12,000,000. The CBS grant was the first since Dec. 5, when the FCC approved seven new FM stations. The new outlet becomes the 26th authorized since the FM experimental restriction was lifted preparatory to Jan. 1 commercial operation [BROADCASTING, Dec. 15].

At the present time more than 50 applications for FM facilities are still pending at the FCC. These include apolications of Yankee Network and the Worcester Telegram Publishing Co. (WTAG, Worcester, Mass.) to provide FM service to an identical widespread area from practically the same site near Worcester, which have been designated for joint hearing. No date has been set for the hearings and there was speculation the applications would be adjusted without formal proceedings.

CBS plans to install studios and transmitter in the Salmon Tower, located at 42nd St. and Fifth Ave. in downtown New York. Cost will be approximately $160,000.

New FM Programs

ARRANGEMENTS have been completed whereby W2XMN, Alpine, N. J., the FM station operated by Maj. Edward H. Armstrong, will broadcast a regular daily schedule of 10 hours of transcribed music, originating in the Associated Recording Studios, New York. Having entered the FM field with application for three stations pending, CBS program service to the Alpine station was discontinued Jan. 14.

P. S. BUSTIN DRUG Co., Toronto (Coldcaps), has placed several announcements daily on CKCL, Toronto, and plans to add other stations.

OPERATORS of half-pint networks, members of Intercollegiate Broadcasting System, left their one-watt hookups long enough to inspect the big master-control board of NBC in New York. Theodore Clements (seated), master control engineer explains the works to William W. Tyng (Harvard '41) and Moton Weber (Columbia '42), while Dr. Franklin Dunham (left) watches. IBS was formed last year at Brown U. Affiliates carry on long-wave broadcasting on campuses with one-watt transmitters.

New FMBI Service

FM BROADCASTERS Inc. has issued a folder pointing out the accomplishments of FMBI in its first year as a coordinating agency for all groups who are active in FM. The association offers representation in Washington, advisory service, liaison between manufacturers and broadcasters and between broadcasters and the public, a promotion and publicity program and a weekly confidential bulletin on late FM developments. FMBI is also starting a weekly public information bulletin on FM, available to anyone interested.

W2XOR, FM station of WOR, Newark, on Jan. 7 started a weekly 45-minute program of symphonic concert recordings and plans to add further musical programs of this type in the near future.

IN THE ARMY

PHOTOGRAPHS on page 11, left to right: Morrison Wood, radio director of Erwin, Wasey & Co., Chicago, who served as a lieutenant in the 19th Infantry during the war, resigning in 1919 to become an actor on Broadway; Lewis Allen Weiss, v. p. and general manager of Don Lee Broadcasting System, a 4th U. S. Cavalry captain stationed at Schofield Barracks, Hawaii, 1915-1919; Niles Trammell, president of NBC, a lieutenant in the 36th Infantry, 12th Division, during the war who stayed in the Army until 1923 on the staff of Maj. Gen. Charles G. Norton at the Presidio in San Francisco, after which he joined the traffic department of RCA.

Fair Survey Lists Video Preference

Medium Now Ready for Home Use, Study Indicates

TELEVISION has improved over last year and is now ready for home use as a major entertainment and educational medium, according to results of a second survey conducted by Harry Gordon, newspaper correspondent, among more than 2,000 visitors to the television demonstrations at the RCA, General Electric, General Motors and Westinghouse Bldgs. of the 1940 New York World's Fair.

Some 2,050 opinions were used as compared to 1,000 tabulated replies in 1939 [BROADCASTING, June 15, 1940]. Questioned this year as to their impressions of images appearing on the television screen, 1,929 voters or 94.1% of the total replied "good reception", 101 answered "poor reception" and 20 had no opinion.

Comparison With 1939

This compares to the 1939 survey when 84% of those interviewed voted between fair and good as against 9% for excellent and 7% for weak. Asked whether they believed that television had improved over last year for practical home use, 85.6% of the voters said yes, 9.8% no, and 4.6% were undecided.

The most desirable period for viewing telecast programs was nighttime as selected by 85.4% of the voters, and the favorite average price the questionnees would invest in television sets was between $100 and $200, as expressed by 82.8% of the voters. The year 1941 was chosen in both surveys as the most likely date of purchase.

First place for the second time in the vote dealing with favorite types of television entertainment went to stage plays with the runner-up going to musical programs. Next in order were sports, news events, motion pictures and educational programs.

Of the persons interviewed, according to Mr. Gordon, 1,298 or 57.6% based their opinions on demonstrations; 753 or 33.4% of the total on actual telecasts, and 204 or 9% on news articles on the television field.

Appeal of WKBB For Stay Opposed

Administrative Remedies Not Exhausted, FCC Claims

THE FCC in a brief Jan. 2, answering a petition for a stay order by Sanders Brothers Corp., operators of WKBB, Dubuque, which was filed with the U. S. Court of Appeals for the District of Columbia in an effort to prevent operation of the new KDTH licensed to the Dubuque *Telegraph Herald*, contends that the court has no power in the case and that the corporation has not exhausted its administrative remedies.

The Commission, through its general counsel, Telford Taylor, and assistant general counsel, Joseph L. Rauh Jr., did not attack the appeal noted by Louis G. Caldwell, attorney for the station, but simply the request for a stay order. Mr. Caldwell, in his appeal brief [BROADCASTING Jan. 1] held that the Commission had failed to consider that the granting of application would "result substantially in a monopoly of the media for general dissemination of intelligence in Dubuque." In its brief the Commission holds that WKBB "is attempting to create an artificial radio monopoly through means of endless litigation."

The FCC brief stated that litigation has already delayed for more than three years the operation of a new station in Dubuque. The brief contends that "if the court issues the stay order, Dubuque will remain without a station to which both the Commission and the Supreme Court have held it entitled.

WKBB has contended that licensing of another station in Dubuque would ruin it economically. It appealed the original license grant to the Supreme Court, which ruled in favor of the Commission. Since that time the newspaper station has applied for and received a modification in its construction permit, providing fulltime operation and an increase from 500 to 1,000 watts.

W3XJ, Philco's experimental television station in Philadelphia, originated another "first" video broadcast on New Years' Day by televising the annual Mummers' Parade, which was originally scheduled for a WIP broadcast but cancelled because of the music situation. The television cameras were located at the City Hall building, picking up the parade and synchronizing with the music of the bands.

REL

FM's PIONEER MANUFACTURER

Do you want your F.M. transmitter to be delivered promptly? We've already delivered dozens of them on time.

Do you want your F.M. transmitter on the air a few hours after you get it, with a full powered reliable signal?

We've already done this a dozen times. There's a whole world of difference between designs on drawing boards, and finished operating equipment.

Do you want to go ahead with F.M.—Then buy REL and go to it.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

$452,000.00
FOR IMPROVEMENTS
ON AIRPORT

Home of the world's largest airport (Barksdale Field) representing an investment of $10,300,000.00, Shreveport is spending $452,000.00 for improvements alone on its municipal airport. Three million AIR-MINDED people depend on KWKH for news and entertainment.

50,000 Watts

A SHREVEPORT TIMES STATION
KWKH
Represented by The Branham Co.
CBS
Shreveport Louisiana

WCAU, PHILCO ASK GRID VIDEO RIGHT

TELEVISION rivalry between Philco and WCAU in Philadelphia has already manifested itself, though WCAU still awaits FCC permission to proceed with plans to construct a television station. Philco has been operating its experimental W3XE for several years. The rivalry at present centers on the exclusive television rights for the 1941 Penn football games. Philco televised the games last season and intends to repeat next season, but now finds WCAU competing for the rights.

WCAU has carried the Penn games for many seasons, sponsored by Atlantic Refining Co. But in submitting a contract to the university for the 1941 games, the station included television as well as the usual radio rights. Penn officials have held up signing the contract because of Philco's earlier request and now find themselves in a dilemma. While Philco has pioneered in televising the football games at a huge expense, Dr. Leon Levy, president of WCAU, is an alumnus of the school and has also done much in a material way for the university.

Federal Savings Series Gets Group Sponsorship

A GROUP of 19 Federal savings and loan associations of the New York area are jointly sponsoring on WABC, New York, a weekly quarter-hour series of dramatized success stories titled, *The March Through Life*. John B. Kennedy is narrator, assisted by John Holbrook. The new series represents the first time these institutions, all members of the Federal Home Loan Bank System, have used radio collectively.

Based on an article in the *Federal Home Loan Bank Review* and reprinted in BROADCASTING, Nov. 1, Heffelfinger Radio Features, New York, handling the program on WABC, sent out mailing pieces to members of the Federal Home Loan System all over the country. As a result of the excellent response, *The March Through Life* will be transcribed for presentation in other cities by similar groups of associations.

DR. G. M. GELDERT, CKCO, Ottawa, as a member of the Ottawa Air Raids Precaution Committee and a controller in the municipal administration of Canada's capital city, has told the Ottawa municipal government that the Air Raids Precaution Committee will ask early in 1941 that all city fire trucks be equipped with shortwave radio receivers.

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

The Other Fellows' VIEWPOINT

Radio's Main Street

EDITOR BROADCASTING:

We note with great interest your editorial on Page 56 of the Dec. 15 BROADCASTING, entitled "Radio's New Main Street". Especially interesting is the third paragraph from which we quote: "The next step, probably will be the radio theatre—a concert hall ground floor main studio. And it will come by popular demand".

Enclosed are photographs and a program from our dedication night, Sept. 18, 1940, of the new WKBZ Studio-Auditorium. This building is separate from our downtown studios and offices in the Michigan Theatre Bldg., and is located at the edge of the business district on a main highway where traffic is heavy but parking facilities are good, especially in the evening.

Last spring we purchased a church building, plain but of good construction, and remodeled it, installed auditorium type seats, stage facilities, and making it the finest auditorium of its kind in this part of the state. It seats 700 and we have often played to 2,100 in a single day with special programs by having two performances in the evening and one in the afternoon.

Also Is Rented

A large door is installed at one end of the building which will admit automobiles, trucks, large equipment, etc., so that the auditorium may be used for automobile shows, puppy shows, and other events where seating capacity is not required.

Since the building was opened, we have rented it to several dozen local organizations.

Naturally we use the building for our own programs whenever we have anything of unusual size and on numerous occasions we have accommodated groups of from 50 to 100 which was not possible in our downtown studios. In addition, this permits the attendance of the friends of the talent and the general public to witness these special broadcasts.

Until Christmas business took so much of our time, we had at least one special program each week. For these special events, an admission charge of 25 or 35 cents was made and in the main, attendance has been good at these programs.

GRANT F. ASHBACKER
WKBZ, Muskegon

O-Lee-A-O

TROUBLES have been coming in distressing bunches to Program Director Harold Safford and Production Manager Al Boyd at WLS, Chicago. But the blow that felled father was the official pronouncement that all yodels must be cleared by the music department.

New WOR Participator Acquires Four Sponsors

WOR, Newark, is launching a thrice-weekly woman's participating program, conducted by Mrs. Imogene Wolcott, home economist and author, currently heard on 11 Yankee Network stations, Monday through Saturday, on an early morning quarter-hour for the First National Food Stores of New England.

New series, titled *Dear Imogene*, originates in Boston but is broadcast on WOR only, Tuesdays, Thursdays and Saturdays at 9-9:15 a.m. Of the four sponsors, all handled by the H. S. LeQuatte Inc., New York agency, that have been signed for the WOR series, the following three are currently also sponsoring Mrs. Wolcott on Yankee; Habitant Soup Co., Manchester, N. H. (Habitant soup); Gorton Pew Fisheries, Gloucester, Mass. (fish products); Flako Products, New Brunswick, N. J. (pie crust, corn muffin mix). The fourth sponsor is Pure Food Co., Marmaroneck, N. Y. (Herb-Ox bouillon). WOR has taken ads in the New York daily papers and grocers' trade papers to promote the new program.

The *Martha Deane* program on WOR, Newark, conducted by Bessie Beatty, has added two new sponsors during January, namely, Olson Rug Co., Chicago, and Rockwood & Co., Brooklyn (confectionery). Other Cooperative sponsors are N. Y. Telephone Co., F. G. Vogt & Sons, R. B. Davis Sales Co., Central Savings Bank, G. Washington Coffee Refining Co., and Philadelphia Dairy Products Co.

Decision Awaited In NAPA's Appeal

DECISION as to the jurisdiction of the case filed against WPEN, Philadelphia, by the National Assn. of Performing Artists, seeking an injunction to restrain the station from playing phonograph records, is expected to be handed down this month by Judge Guy K. Bard of the U. S. District Court. Originally filed last Spring in the Philadelphia Court of Common Pleas by Herbert A. Speiser, NAPA attorney, and then transferred to the jurisdiction of the Federal courts by Philip Werner Amram, station counsel, briefs were filed Jan. 6 by both attorneys on the application of of Mr. Speiser to have the case remanded back to the local courts.

Although both attorneys were prepared for arguments on the question, Judge Bard said that briefs would suffice in rendering a decision. In addition to WPEN, local advertisers sponsoring recorded shows on the station are joined as defendants in the action. Contention of Mr. Amram is that the sponsors are not properly joined, the matter being only between the station and NAPA, and thus the jurisdiction belongs to the Federal courts.

Sam Henry Quits NAB To Enter Sales Field

RESIGNATION of Samuel J. Henry Jr. as director of the Bureau of Radio Advertising of the NAB, effective Feb. 1, to re-enter the station sales field was announced Jan. 10 by NAB President Neville Miller. Mr. Henry joined the trade association in September 1939, after having served as sales promotion manager of World Broadcasting System. He has not announced his immediate plans, though he said he probably would remain in radio sales.

Revision of the functions of the Bureau of Radio Advertising, with greater emphasis on missionary work in local and regional sales planning, is contemplated, Mr. Miller said. Operating under the Sales Managers Committee of the trade association, the Bureau is expected to retain a sales executive to carry on these new functions.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

JANUARY 3 TO JANUARY 10, INCLUSIVE

Decisions . . .

DECEMBER 31

MISCELLANEOUS—NEW, T. B. Gillespie, Pa.atka, Fla., denied as in default applic. CP 1310 kc 250 w unl.; W2XOR, New York, granted temp. auth. FM 43.5 mc 1 kw to 3-1-41, denied auth. operate on 47.1 mc; WSOC, Charlotte, N. C., granted mod. CP new trans.; W9XYN, Superior, Wis., and W3XMC, Washington, granted temp. auth. FM stations to 3-1-41; KFBC, Cheyenne, Wyo., granted license new station 1420 kc 100-250 w unl.; WAJR, Morgantown, W. Va., granted license 1200 kc 250 w unl.; Jamestown Bcstg. Co., Jamestown, N. D., granted motion continuance hearing 30 days re assignment to it of KRMC; KGIR, Butte, Mont., granted intervention re applic. KGNO, increase power; WARM, Scranton, Pa., granted motion postpone to 3-10-41 hearing re applic. license to cover CP; WBAX, Wilkes-Barre, Pa., granted 30 days continuance from 1-9-41 of renewal hearing; WTAL, Tallahassee, Fla., granted additional 60 days to submit proposed conclusions re applic. license renewal.

JANUARY 7

NEW, Grenco Inc., Greenwood, S. C.—Granted appli. CP 1420 kc 250 w unl.

KFYR, Bismarck, N. D.—Granted CP directional N, increase N to 5 kw.

WJMC, Rice Lake, Wis.—Granted mod. license D to unl., 250 w.

KDYL, Salt Lake City—Granted CP directional, increase N to 5 kw.

KDTH, Duluth—Granted mod. CP new station re trans. site, directional N.

WKBH, La Crosse, Wis.—Granted CP increase to 5 kw, move trans., directional N.

NEW, West Publishers, Houston—Applic. CP. 610 kc 1 kw unl. directional N set for hearing.

JANUARY 8

WMCA, New York—Petition dismissed for reconsideration of consent to transfer control to Edward J. Noble.

NEW, CBS, New York—Granted CP FM 48.7 mc 8,500 sq. miles 12,000,000 population.

SET FOR HEARING—W1XG, Boston, CP install aural trans. at video station, add 500 w aural power, change to 50-56 mc; KMA, Shenandoah. renewal applic. because of failure to file full information.

MISCELLANEOUS — WAPI, Birmingham, dismissed rehearing petition re WIBC CP applic.; WWL, New Orleans, granted reconsideration and grant of license renewal, cancelled hearing; NEW, Seaboard Bcstg. Corp., Tampa, Fla., denied rehearing re WALB CP applic.; Earle C. Anthony Inc. et al, denied petition 14 clear-channel stations intervene WHDH applic.; KOA, Denver, denied petition intervene WHDH applic., FCC to receive briefs amici curiae within 20 days.

JANUARY 10

MISCELLANEOUS — WMBI, Chicago granted continuance hearing 30 days; WCAM, Camden, WCAP, Asbury Park, WTNJ, Trenton, granted continuance hearing to 3-10-41; Mack Radio Sales Co., dismissed without prejudice petition intervene WCAM, WCAP, WTNJ hearing; NEW, S. Jersey Bcstg Co., Vineland, N. J., dismissed without prejudice petition intervene WTEL applic. change to 1500 kc etc.; WSAY, Rochester, and Edward J. Doyle, Rochester, granted continuance hearing WSAY to date not before 2-27-41 re applic. change to 134 0kc ttc.; William H. Amesbury, Minneapolis, granted continuance hearing applic. new station and for woiver Rule 1.254.

Applications . . .

JANUARY 4

WNBC, New Britain, Conn.—Mod. CP increase power etc. re new trans.

W49BN, Binghamton, N. Y.—Consent assign CP to Wylie B. Jones Adv. Agency, mod. CP change to 6660 sq. miles 516,380 pop.

NEW, Mercer Bcstg. Co., Ewing Twp., N. J.—CP FM 44.7 mc, change to 320 sq. miles 544,000 pop.

W45D, Detroit—Mod. CP FM change pop. to 2,498,000.

WPER, DeLand, Fla.—Mod. CP new trans.

NEW, Gazette Co., Cedar Rapids, Ia.—CP 1420 kc 100 w unl., amended to 1550 kc (1600 under treaty) 5 kw, change trans.

KLS, Oakland—Mod CP increase power etc., re new trans.

WBNX, New York—CP 47.5 mc 8,730 sq. miles.

JANUARY 6

NEW, Muzak Corp., New York—CP 44.5 mc amended to 4,490 sq. miles 10,546,481 pop.

NEW, Seaboard Radio Bcstg., Glenside, Pa.—CP 48.3 mc 9,600 sq. miles 2,900,000 pop.

TELEVISION GAINS TO BE EXHIBITED

IMPORTANT developments in television loom within the fortnight as the National Television Standards Committee prepares to submit a report based on several months of study. The Committee meets Jan. 14 to consider reports of subcommittees probing developments in all phases of television, with the final report to be submitted at a meeting Jan. 27.

It is learned that RCA will show new developments to an FCC group in New York on Jan. 24. These are said to include theatre-size screen reproduction; home receivers with an 18-inch tube; demonstration of the RCA relay system by which it hopes to set up network television.

The relay pickup will take place at Camp Upton, near Yaphank, Long Island. An NBC mobile unit will originate the signals, sending them to the Happaugh relay station where they will be relayed to Belmore and thence to the Empire State Blidg. video transmitter for broadcasting.

STANDARD PROGRAM Library announces the following new subscribers to its transcription library: WTCM WNAC WAAB WICC WEAN WINS WISN KYA WORK KELO WBIG WEBR KWLK WMBD.

Color Television Exhibited to IRE

Engineers See First Showing Of Direct Pickups by CBS

FIRST public showing of direct color television, actual persons and objects televised in full color, was staged by CBS Jan. 9 to members of the press and the Institute of Radio Engineers. Because the CBS video transmitter is still off the air while its frequency is being changed, the demonstration images were transmitted by coaxial cable from the CBS laboratory on the fifth floor at 485 Madison Ave., New York, to studio 21 in the CBS studio building across the street.

Two receivers were used in the press demonstration, which went on at 5 p.m. as a sort of dress rehearsal for the three IRE showings to accomodate the full IRE convention which opened that day in New York. One was a standard black-and-white receiver, the other a table model color receiver especially designed and constructed in the CBS laboratories to demonstrate that the addition of color to the image need not add bulkiness to the receiver.

The color pickup, CBS explained, is accomplished with an orthicon tube and, contrary to general expectations, does not require a particularly high light level, by television standards. A satisfactory color picture can be picked up at a lower light level than is needed for satisfactory black-and-white pictures when the current type of pickup tube is use, it was stated. Special orthicon tubes, now being developed, will require even less light.

RUSTIC STOREKEEPER Art Brown, the *Rise & Shine Man* of WOL, Washington, poses leaning on a porch pillar and behind the counter of the Country Store erected by the station at 14th and Pennsylvania Ave., in the heart of the city, to collect food for local needy families. During a three-week Christmas campaign the following provisions were brought to the Country Store: 210 pounds of salt, 775 pounds sugar, 403 pounds coffee and tea, 518 pounds meat, 1,575 pounds flour, 3.474 pounds fresh vegetables, 4,714 pounds fresh fruit, 16,822 pounds packaged and canned food, $408.06 cash, 12 chickens, 1 live pig. From Dec. 11 when the Store opened, until it closed Dec. 23, Brown originated his morning *Rise & Shine* program from the site.

Two features not previously demonstrated are incorporated in the new receiver, CBS says: First, a method of synchronizing the color disc in the receiver with that in the studio by synchronizing impulses transmitted along with the picture signal so that different power supplies at transmitter and receiver will not affect the image received; and second, a push button which the viewer at home presses until the picture appears in its proper colors and then releases, "locking" the colors in place.

While not as dramatically striking as the colored film demonstration put on by CBS last fall [BROADCASTING, Sept. 15], the contrast between the black-and-white and colored images on the two receivers clearly demonstrated the superiority of color. Demonstrations of dropping multi-colored confetti and spinning a globe rapidly illustrated the perfect freedom from blurring or mixing of colors, each bit of color remaining clear and distinct. The laboratory demonstration was naturally confined to subjects less vivid than the flowers, gardens and beach scenes which added much to the colored movies previously televised and, since it was not the first demonstration of color television as the other had been, could scarcely have been received with the same dramatic impact.

CHIEF ENGINEER SPIES

many improvements in new 23C Speech Input

Now offers uniform frequency response from 30 to 15,000 cycles—total gain of 96 db. Provides complete audio system in one factory-wired and tested unit. Simple to install, operate, maintain. Get full details from Graybar Electric Co.

Western Electric

in the CONTROL ROOM

THREE MEMBERS of the staff of WIRE, Indianapolis — Earl Lewis, chief engineer, Gene Alden, assistant chief, and Eddie Kane, announcer — have obtained private pilot licenses. Bob Hite, engineer, is licensed to operate plane transmitters, while Bob Will, announcer, is taking flying instructions. Mr. Lewis recently purchased an Aeronca Chief.

ORVILLE MILLS, formerly of KOMA, Oklahoma City, has joined the engineering staff of WFAA, Dallas. At present, he is stationed at the WFAA-WBAP transmitter.

NEAL McNAUGHTON, formerly chief engineer of KRGV, Weslaco, Tex., has joined the staff of the FCC monitoring station in Puerto Rico. Bill Egerton, chief engineer of KSTA, San Antonio, is temporarily in charge of the KGRV engineering department.

AL McCLELLAN, transmitter engineer of KOA, Denver, as a member of the Naval Reserve, has been called to active duty, reporting to the West Coast.

GLEN MERRIAM, for several years in charge of the recordings at WLW, Cincinnati, on Jan. 5 was transferred to the studio engineering staff.

CLYDE HUNT, chief engineer of WJSV and CBS, Washington, has been elected secretary treasurer of the Washington chapter of the Institute of Radio Engineers, succeeding Commander E. M. Webster of the FCC.

RAY SCHROEDER, chief engineer of KMA, Shenandoah, Ia., is the father of a boy, born Jan. 4.

PAUL BERG, engineer of WJJD, Chicago, is the father of a girl born in December.

MIDLAND Radio & Television Schools Inc., Kansas City, reports the placement with broadcast stations of the following graduates: Carl Dierks, KTSW, Emporia, Kan.; Cletus Johnson, KDRO, Sedalia, Mo.; Walter Elgi, KHAS, Hastings, Neb.; R. V. Pearson, WBML, Macon, Ga.

MILTON AUGENSTENE, formerly of KPAC, Port Arthur, Tex., has joined the engineering staff of WWSW, Pittsburgh.

KENETH A. SIMONS, formerly of RCA Television, has been added to the engineering staff of WCAU, Philadelphia. He will work on installation of television and FM equipment.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

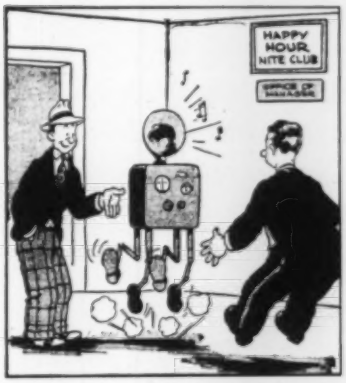
We are at your service to—

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted .. $30.00

LOW DRIFT - APPROVED BY FCC

Scientific **RADIO SERVICE**

124 Jackson Ave.
University Park, Md.



New York World-Telegram
"This New Device Will Save You the Cost of One Singer and Two Tap Dancers!"

HOWARD C. LUTTGENS, Central Division engineer, on Jan. 1 announced the appointments of R. S. Davis as junior recording supervisor and V. D. Mills as relief control engineer of NBC, Chicago. Both men were of the engineering department.

FRANK HIGGINS, engineer of WMBD, Peoria, is the father of a baby girl.

ROLAND W. CUDDY, traffic manager of WBTM, Danville, Va., is the father of a boy born late in December.

FRANCIS THISSE, formerly of Philco Radio & Television Corp., has joined the transmitter staff of WSYR, Syracuse, N. Y. He succeeds Paul Lee, who has joined one of the new Watertown stations as chief engineer.

JIB BELOUNGY, chief engineer of WBT, Charlotte, is the father of a boy born Jan. 5.

PRACTICAL EXPERIENCE

plus

CREI PRACTICAL RADIO ENGINEERING TRAINING

makes

Well-Trained Technical Radiomen

The broadcast radioman who spends his own time and money for CREI training to be a better technical man, to be more valuable to your organization, is a man worthy of your recognition.

In completing a CREI home study course, he has met and passed the severe standards which CREI requires for graduation. He has demonstrated among other things, a will to accomplish!

Hundreds of technical broadcast radiomen are or have been CREI students. They may be found in more than 350 broadcasting stations. They often are the best men in your organization. When you need an exceptional man for an exceptional job—SELECT A CREI GRADUATE!

Further details on request. New catalog also available

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-1, 3224-16th St., N.W. Wash., D. C.

Equipment

A NEW 15,000 cycle high fidelity audio transmission line is now in use between the WBBM-CBS studios in the Wrigley building and the station transmitter near Glenview, Ill. First in the Midwest and one of the few such lines installed by AT&T in the entire United States, the new audio transmission line furnishes a constant band 10,000 cycles wide for transmission of local WBBM programs and Columbia network shows originating in the Chicago studios, according to Frank Falknor, CBS Central Division operations engineer and chief engineer of WBBM. Improved quality by a decrease of line noise is expected to be the chief result of the new 22-mile cable.

GRAYBAR ELECTRIC Co. has opened a new branch office in Des Moines. This brings the national total of Graybar Houses to 86. J. P. Lawton has been named manager of the Des Moines branch, with L. E. Williamson as service supervisor.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., is discontinuing the majority of its type and models of recording machines, according to Jan. 10 announcement. Production of recorders in 1941 will be confined entirely to one model. Firm will also concentrate on the sale of recording chassis in quantities to manufacturers and jobbers.

CHARLES W. BURTIS, chief engineer of WPEN, Philadelphia, after shopping around for several months, purchased a 5 kw. transmitter from Westinghouse. The new transmitter will be ready for operation about the middle of February at the present transmitter site. WPEN will operate 5,000 watts fulltime, using directional after local sunset on the 920 channel.

S. J. BAYNE Jr. of Birmingham has joined the engineering staff of WBT, Charlotte.

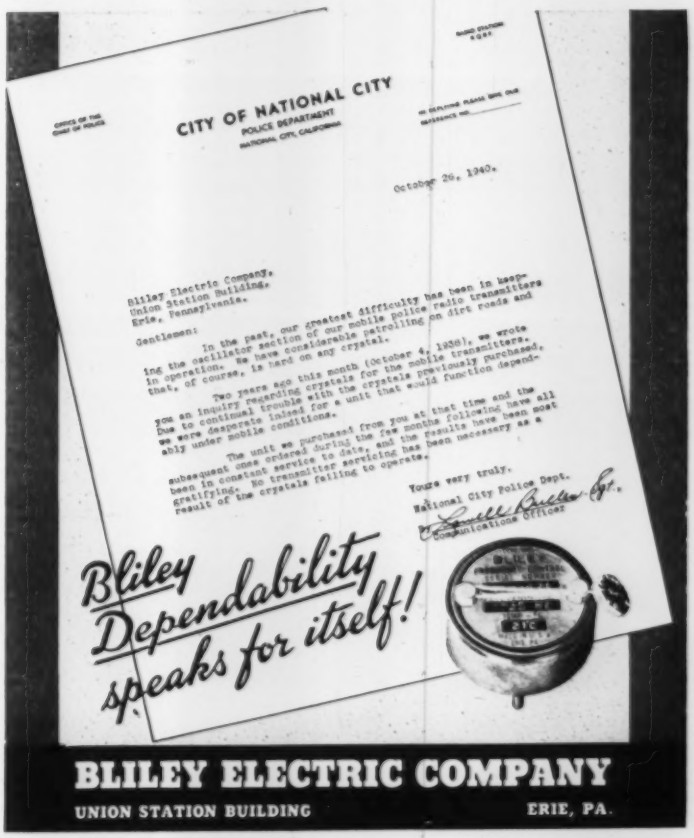
KMA Renewal Is Cited For Alleged Stock Sale

CANCELLING a hearing scheduled in connection with the corporate structure of WWL, New Orleans, the FCC Jan. 8 granted the 50,000-watt station a regular renewal of license. The station was one of a number cited by the FCC several months ago in connection with purported management contracts, since it was licensed to Loyola University but operated by WWL Development Co. With the clearing up of data regarding the station's operation, the FCC granted the station's petition for reconsideration and rescinded its hearing order. Similar hearings ordered for four Westinghouse stations and for WGY in Schenectady also had been cancelled after citation.

WWL Gets Renewal

BECAUSE of purported failure to disclose facts involving transfer of a portion of its stock, KMA, Shenandoah, Ia., operated by the May Seed & Nursery Co., on Jan. 8 was cited by the FCC for hearing. The station's renewal of license was designated for hearing — an unusual action in recent FCC procedure. According to Commission records, KMA is alleged to have made a contract under which 25% of its stock would have been transferred to the Central Broadcasting Co., which operates WHO, Des Moines. Other allegations in connection with contractual matters also are made.

KMA operates on 930 kc. with 5,000 watts local sunset and 1,000 watts night. It is an NBC Blue and MBS outlet.


CITY OF NATIONAL CITY
POLICE DEPARTMENT
NATIONAL CITY, CALIFORNIA
October 26, 1940.
Bliley Electric Company,
Union Station Building,
Erie, Pennsylvania.
Gentlemen:
In the past, our greatest difficulty has been in keeping the oscillator section of our mobile police radio transmitters in operation. We have considerable patrolling on dirt roads and that, of course, is hard on any crystal.
Two years ago this month (October 4, 1938), we wrote you an inquiry regarding crystals for the mobile transmitters. Due to continual trouble with the crystals previously purchased, we were desperate indeed for a unit that would function dependably under mobile conditions.
The unit we purchased from you at that time and the subsequent ones ordered during the few months following have all been in constant service to date, and the results have been most gratifying. No transmitter servicing has been necessary as a result of the crystals failing to operate.
Yours very truly,
National City Police Dept.
Communications Officer
Bliley Dependability speaks for itself!

BLILEY ELECTRIC COMPANY

UNION STATION BUILDING ERIE, PA.

Public Not Aware of Music Imbroglio

Many Comments Given To Stations Prove Favorable

IF MR. and Mrs. John Q. Radiofan are conscious of the fact that their radios are no longer playing ASCAP music, they have as yet given no indication of the fact, either by protesting to their radio stations or by "boycotting" radio in favor of some other form of entertainment.

Polled Jan. 4 by telegraph, 125 stations reported to the NAB they had received a combined total of 113 phone calls and 34 letters and postcards concerning the music situation. A nationwide survey of listening to musical programs on Jan. 2, 3 and 4, conducted by C. E. Hooper Inc., revealed the interesting fact that the total audience to these programs was almost 5% larger than that which heard the some programs during the first week of December.

What Row?

A telephone survey of listener reaction in New York City, conducted New Year's Day by the *New York Times*, was reported the following morning under the headline, "Music Row is News to Listeners," while the news story itself began, "A majority of radio listeners in the metropolitan area noticed little difference offered over the air yesterday, the first day that three-quarters of the country's stations did without the catalog of ASCAP, according to the results of an informal poll." A similar poll made by the *New York World-Telegram* Jan. 2 produced this headline: "New Year Daze Leaves Public Hardly Aware of Music War." On Jan. 3 the *New York Journal and American* also polled listeners, heading its report: "Listeners Cool to Tune Tangle." The lead of this paper's story was: "ASCAP and the radio chains may be waging a bitter struggle over music control, but most New Yorkers aren't too deeply concerned—or really don't care one way or the other."

Only ASCAP has discovered any resentment on the part of the listening public. John G. Paine, general manager of the Society, stated Jan. 7 that about 1,800 letters had been received at ASCAP headquarters. A large part of these, he said, were from youngsters who were complaining bitterly about the change in the offerings of their favorite swing bands. Many of the letters, he added, asked why ASCAP wouldn't let the bands use its music, "showing," he said, "how little the writers of the letters understand the true facts of the case."

Hooper Poll

The Hooper poll, comprising telephone calls to more than 30,000 homes picked at random in 31 cities in all sections of the country, covered the following musical programs: Fred Waring, Lanny Ross, Bob Crosby, *Pot o' Gold, Fame & Fortune*, Major Bowes, Glenn Miller, Alex Templeton, *Cities Service Concert, National Barn Dance, Johnny Presents, Waltz Time*, Wayne King, *Saturday Night Serenade* and *Hit Parade*. It also covered the following musical-variety broadcasts: *Coffee Time*, Bing Crosby, Rudy Vallee, Al Pearce, Kate Smith and Uncle Ezra.

The total audience was 4.9% larger than that for the first week in December, providing, according to Mr. Hooper, a "scientifically accurate answer to the contention of ASCAP officials that the audience of listeners had decreased in size." Eleven programs showed much larger gains than the average, the report states: Lanny Ross, Bob Crosby, *Coffee Time, Fame & Fortune*, Bing Crosby, *Cities Service Concert, Waltz Time*, Wayne King, *Hit Parade* and Uncle Ezra.

While the results of the Hooper surveys are usually not available for about 10 days, the wide interest in the public reaction to non-ASCAP music led to a hastening of the process by having reports telegraphed to the New York office of the research firm, where the office force went on an overtime basis to compile the totals.

Station Reaction

Discussing the reaction of the public, as shown by their letters and phone calls to the 125 stations reporting to the NAB, Neville Miller, NAB president, stated: "To stations which have had as many as 56,000 telephone votes during one *Amateur Hour*, this response can be considered negligible." The 26 NAB directors, each representing a geographical area of the country, reported compliments on the new music totaling 16 phone calls and five letters.

Harold V. Hough, WBAP-KGKO, Fort Worth, wired: "No phone calls, no letters of protest. Have had some favorable reaction from older people glad once again to hear their former favorite tunes." Frank M. Russell, NBC vice-president in Washington, reported: "Three letters highly compliment music now being played." "Nothing but favorable reaction," stated Don Searle, KOIL, Omaha.

"Favorable comment from every source on resumption of America's beloved melodies," said Walter Tison, WFLA, Tampa. Edwin W. Craig, WSM, Nashville, reported his station "happier than in 16 years of radio." WINN, Louisville, wired that it has had "compliments from advertisers who until New Year's Eve thought ASCAP controlled all music and were surprised at the vast variety and quality of BMI music."

NBC reported that in the 48 hours after its change-over, its New York office received 25 letters and four phone calls. From 80 CBS affiliates came reports of a total of four postcards and 83 phone calls in the first 48 hours of CBS non-ASCAP operations, an average of just over one communication per station, with most stations reporting no comment at all. WOR, Mutual key station in New York, reported 10 calls in the first day and no letters.

Other typical comments were:

WWL, New Orleans—"WWL had no reaction at all during the first 24 hours of operation without ASCAP music." WCAU, Philadelphia—"Have had no unfavorable reaction without ASCAP music." WJR, Detroit—"Have had absolutely no reaction to our operation without ASCAP music." KMOX, St. Louis—"Have not had a single complaint during first 24 hours of operation without ASCAP music." WJSV, Washington — "Had only seven calls during first 24 hours of operation without ASCAP music." WCCO, Minneapolis — "Only five calls. Four of those were complaints about cutting music during game."

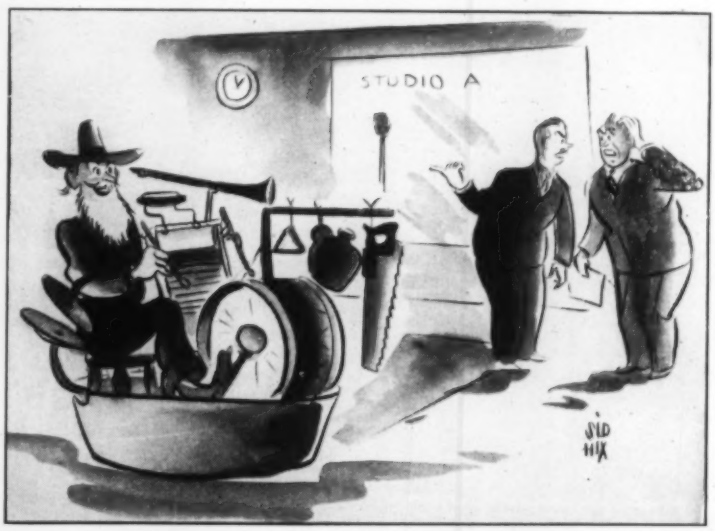
"WBT, Charlotte, N. C.—"Up to this hour received no 'phone calls or complaints of any kind from listeners. Of course we have been non-ASCAP since Dec. 1 on a local basis. Only change of today being on network shows and I doubt very much if any listener noticed any change today." KWKH, Shreveport, La.—"Have had few inquiries due to publicity in press, but no complaints on music situation. My opinion—if ASCAP hadn't told the public they wouldn't know the difference." WCKY, Cincinnati—"Have received two phone calls." KRLD, Dallas—"Have had no reaction whatsoever." WHAS, Louisville—"We had one call about ASCAP music during the first 24 hours of operation."

ASCAP IS FOILED

Capital Refuses to Sanction Propaganda Show

ATTEMPTS to promote an ASCAP special—as put on by the Society in San Francisco and Frederick, Md. to propagandize its side of the music fight with radio — in the Nation's Capital during the President's Birthday celebration have failed.

Idea was to bring in ASCAP members and their friends and stage a big show in Constitution Hall featuring the society's music. When the committee arranging the ceremonies in Washington came together for its organization meeting, the ASCAP-backed plan was proposed. According to Richmond Keech, corporation counsel for the District of Columbia and official of the arranging committee, the plan was dropped because of the ASCAP-BMI difficulties and it was decided to stick to the type of entertainment presented in previous years.



Drawn for BROADCASTING by Sid Hix

"He Wants to Audition Tschaikowsky's Fifth Symphony!"

DRIVE TO CONTINUE FOR MUSIC TALENT

WHATEVER the outcome of the radio-ASCAP controversy, the task undertaken by BMI in creating new opportunities for unknown composers will be continued, M. E. Tompkins, general manager of BMI, told the Illinois Federation of Music Clubs Jan. 5. Speaking at a meeting in the Chicago Women's Club, Mr. Tompkins said the struggle was not only of music but of power.

Defining this power as that which a small group had wielded through its control of music, he declared that if ASCAP had truly represented all American creators of music there would have been no so-called battle of music. "The only thing that made it possible to offer opposition to ASCAP," he stated, "was the fact that ASCAP itself closed its doors to so many talented writers.

"Radio has met the challenge of ASCAP by creating greater opportunities for American composers than has ever been known in the United States. This controversy will be ended, sooner or later, one way or the other. The music written by ASCAP members again will be made available to radio stations, but the work we have started will go on."

Leadership in Library Service

Hearty Acclaim Given Henry Busse

. . . and his fine orchestra, in their first releases for Standard subscribers this month. That familiar, distinctive "shuffle rhythm", now applied to BMI tunes, sounds better than ever.

▼ ▼ ▼

Other top-notch releases for January include a return engagement with Will Hudson's fine band; the Viennese Concert Orchestra; more Earl Towner concert music—and 20 BMI bonus numbers by Don Allen's own augmented orchestra, with Martha Tilton "tilting" the vocals to a new entertainment high.

▲ ▲ ▲

Reports continue to pile up on the remarkable sales results achieved with Standard Radio "SPOT-ADS" for Used Cars, Clothing, Furniture and Jewelry. Take it from the many stations who have added to their revenue with "SPOT-ADS", it's worth being a Standard subscriber for these merchandising gems alone!

▼ ▼ ▼

Getting enough transcribed tax-free music for your present program needs? 100 new tax-free tunes every month, added to our tax-free basic of over 2,000 selections, is curing—and preventing—hundreds of station headaches these days.

▲ ▲ ▲

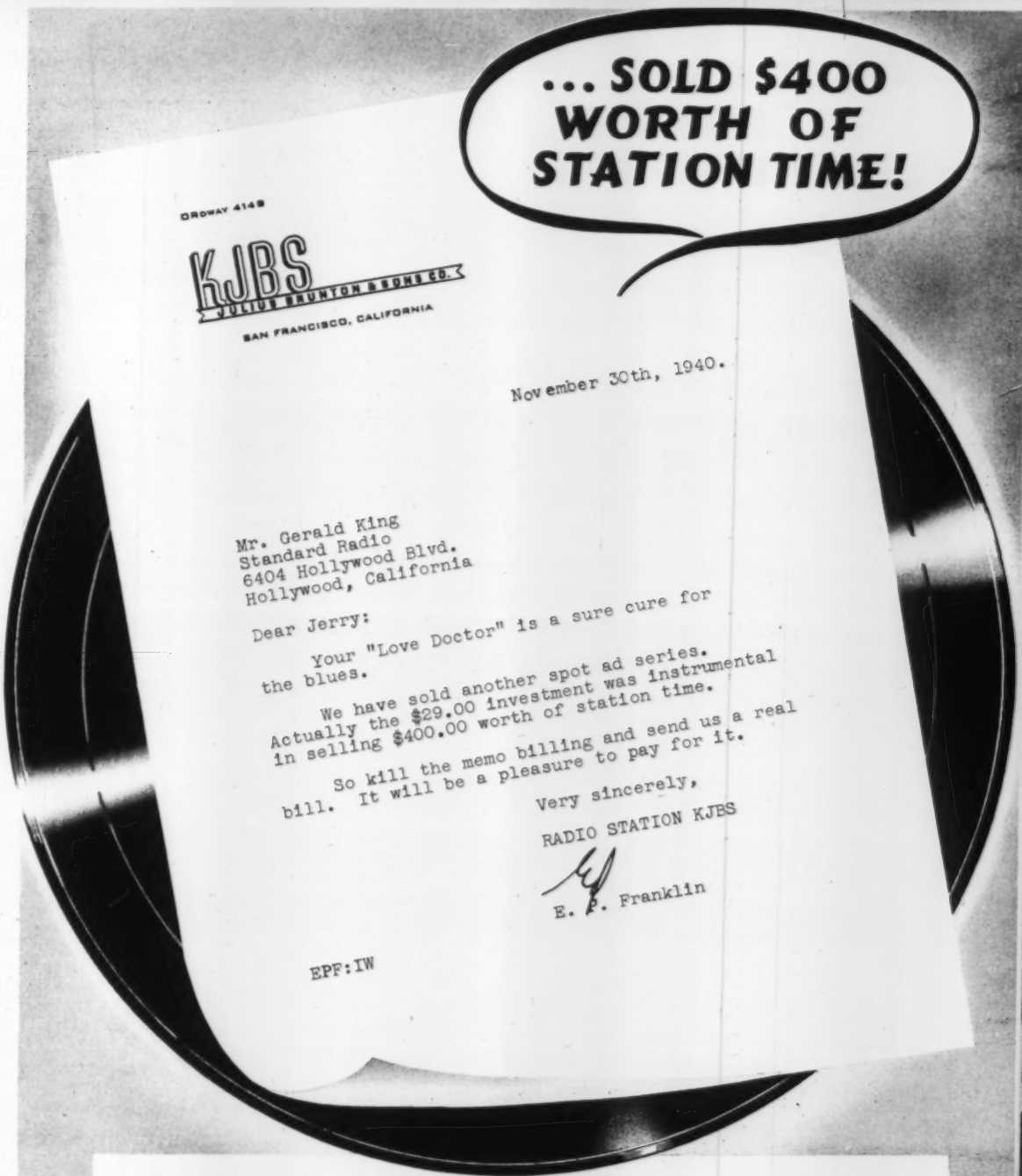
Write for information on Standard Radio's Tax-Free Library, "SPOT-ADS" and Standard Super Sound Effects.

WELCOME TO:

WINS—New York
WISN—Milwaukee
KELO—Sioux Falls
WTCM—Traverse City, Mich.
WORK—York, Pa.
WEBR—Buffalo

Now—281 Standard Stations!

. . . SOLD $400 WORTH OF STATION TIME!



BROADWAY 4148

KJBS
JULIUS BRUNTON & SONS CO.
SAN FRANCISCO, CALIFORNIA

November 30th, 1940.

Mr. Gerald King
Standard Radio
6404 Hollywood Blvd.
Hollywood, California

Dear Jerry:

Your "Love Doctor" is a sure cure for the blues.

We have sold another spot ad series. Actually the $29.00 investment was instrumental in selling $400.00 worth of station time.

So kill the memo billing and send us a real bill. It will be a pleasure to pay for it.

Very sincerely,

RADIO STATION KJBS

E. P. Franklin

EPF:IW

PROOF OF LEADERSHIP . . . IN OUR DAILY MAIL

THEY SPEAK for themselves, these letters from Standard subscribers; speak eloquently of the superior showmanship, technical excellence and salability of the Standard Radio Library Service. Individually, they give proof of Standard Radio's leadership in every aspect of Library Service; collectively, they indicate why more and more radio stations each week answer "Yes" to the significant question:

"Are Your Transcriptions up to Standard?"

Standard Radio

HOLLYWOOD CHICAGO

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